

# PRINTERS' INK

Registered U. S. Patent Office  
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185 Madison Avenue, New York City

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B. A. I. S. 1920 with N. W. Ayer & Son



## *The big splash and the little waves*

OUR client, Chase & Sanborn, of Boston, said to us, "We want to break up the mirror-like complacency of the Great Lakes region on the subject of coffee. Will you please hurl a few rocks into that pond?"

The humanities furnished our ammunition. Everyone desires the luxuries of life. Those with fat purses often need to be introduced. Those with slender ones often automatically and needlessly count themselves out.

And so in a series of rotogravure pages we have been emphasizing in Chicago that Seal Brand Coffee is one of the high spots of material enjoyment that need not pass anyone by. That the resident of the "Gold Coast" can enjoy no better. That the "Cliff Dweller" in more modest environment need not be satisfied with less.

By a slight adaptation of the idea for smaller newspaper space, we have made little waves spread out and out from the big splash, so that the whole Great Lakes territory has come under the influence.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





Picturing the merchandise as part of the name, and making the whole an Interrupting selling symbol, has been strikingly accomplished for the Van Dyck Cigar.

This Interrupting Idea is used throughout the newspaper, window and store advertising prepared for the General Cigar Company, Inc., by the Federal Advertising Agency, Inc., of 6 East 39th St., New York.

# PRINTERS' INK

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VOL. CXXXVIII NEW YORK, FEBRUARY 3, 1927

No. 5

## Choosing the Right Name or Changing It Later

Some Thoughts on Business Nomenclature Which Indicate That Close Contact with Consumers, Retailers and Employees Will Help in Developing the Best Corporate Names

By Thomas F. Logan

President, Lord & Thomas and Logan, Inc.

THE relation between good names and good advertising has always been a very close one. While it is true that many unwieldy and unusual names have been made extremely valuable by good advertising, it is a question whether progress wouldn't have been faster had the name been better in the first place.

Nothing is easier to criticize than a name, for the habit starts young. A friend of mine makes the suggestion that every child should, in simple justice, be given merely a number until he or she reaches the age of eight at which time the child shall have the option of deciding whether it shall henceforth be known as William or Algernon, Mary or Stella. There is a real thought in his somewhat satirical suggestion. For names are a matter of tryout among people. The boy who, cursed with the name of Algernon, moves into a new neighborhood and upon being asked his name recites it with pride, is soon made to realize how unhappy his parents were in their choice. For he is likely to get vehement comebacks to his first tryout.

Just as many a boy of seven or eight objects secretly to his own name, so many a time when new management takes over a big industrial corporation it often wishes that more imagination and care had been exercised in naming it in the

first place. It is my belief that many a big corporation today secretly objects to its own name and doesn't quite know how to go about changing it and making the new name stick. Make no mistake about it, this name problem is one of importance and one which has caused a great deal of hard thought at different times in industrial history. Sooner or later every man running a business, and surely every advertising man, faces the problem of discovering or adapting a name for something or some company. Let us take a quick look at one well-known reason for a change of name.

The number of times that the name of a company has been changed from a rather long and unwieldy one to the name of the product which the company sold and advertised is an indication that new companies should consider the tendency carefully when they launch their products.

The B. J. Johnson Soap Company became the Palmolive Company in such manner. So the Cleveland Metal Products Company became the Perfection Stove Company and O. & W. Thum became the Tanglefoot Company. Thus also the Indiana Piston Ring Company became the Perfect Circle Company. One of the best known examples of this type of change is that in which Rueckheim Brothers and Eckstein, Inc., be-

came the Cracker Jack Company. In a great many cases when the company name was changed to that of the product to identify more closely one with the other, considerable trouble ensued in the large task and expense of remaking labels, changing printed office forms, buying new letterheads, making up new editions of catalogs, price lists, order blanks, invoices, packages, advertising literature, dealer-helps and all the rest. In many of these changes such as that when the Des Moines Hosiery Mills became the Rollins Hosiery Mills, advertising greatly simplified the problem of making known the name change, and has been given full credit for establishing a new name for an old-established product, and making it stick in a year's time.

#### SOME WELL-CHOSEN NAMES

There have been a great number of instances where a long and unwieldy, perhaps unpronounceable name of a perfume company and its product, for example, held down sales in small towns. There have been large amounts of money and good-will lost because a name was so cumbersome that people didn't take it to it at all. But picking or having a good name in the first place, and then advertising it consistently has proved a royal road to a multitude of sound and conservative successes. One name which occurs to me as well chosen in advance is, for example, the Aeolian Company. Going back to classic mythology for its source, this company chose for its own name and that of its product, the God of the Winds, Aeolus, who kept the winds imprisoned in a cave in the Aeolian Islands and let free as he wished. There is a reason for that name applied to that particular product. Its choice can be defended. It shows imagination. It doesn't seem quite so appropriate for an envelope company or a shipping company. Many others come to mind, such as Log Cabin Syrup made by the Log Cabin Products Company, The Dictaphone, Tiffany, Steinway. The two latter along with Eastman, Studebaker and similar names of

families which have used advertising consistently and have been well managed, bring a valuable touch of personality into these days of mass production.

Speaking again of changes of names, scores of companies like those mentioned previously and others like the Indian Motorcycle Company, the name which swallowed the Hendee Manufacturing Company, and the Munsingwear Corporation which became the name of the Northwestern Knitting Corporation, have changed their names because their friends and neighbors in the form of customers requested it, through falling into the habit of calling them by the name of their product, addressing letters in that manner and otherwise urging them to get rid of the less known name in favor of the one which was better known because advertised.

People's memories are grooved by years of consistent advertising. It is natural then that dignified, sometimes unwieldy company names, get lost and that the friendly, well-sounding name of the product, made familiar and easy to remember, should swallow up the other. Think of names like Tinkertoy, Velvet, Sunkist, Jack-o'-Leather and it is easy to see why they are easier to remember than most company names. The consumer is thinking of Lux, Lifebuoy, and Pears and not so much in terms of Lever Bros., for example. In such a case Lever Bros. is probably a good corporate name. It doesn't intrude. It serves as a tie-up for all brands. It is a man's name, which is always good when consistently advertised and standing for quality merchandise. The Radio Corporation of America is fortunate in its name, I believe. Its product names Radiola, Radiotron and the like are tied up closely to it by advertising.

One thing to be remembered, it seems to me, in choosing a name is not to make it either too narrow or too descriptive. There is a tendency when an industry is new, to try and coin some sort of trick name. The problem of choosing names in industries such as radio, electric refrigeration and





## In the current number of the LADIES' HOME JOURNAL

In the current number of the Ladies' Home Journal, there may be noted a variety of advertisements prepared by The H. K. McCann Company, for its clients.

Page 51 Borden's Eagle Brand Condensed Milk (for coffee)

Page 65 Borden's Eagle Brand Condensed Milk (for babies)

Page 74 Nujol

Page 107 Twenty Mule Team Borax

Page 111 Del Monte Vegetables

Page 127 Del Monte Spinach

Page 138 Del Monte Peaches and Pineapple

Page 168 Flit

Page 196 Hawaiian Sliced and Crushed Pineapple

Page 207 Cannery League of California

THE H. K. McCANN COMPANY  
*Advertising*



NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO

oil burners is a present example. In choosing a name it is better to be careful than clever. What is needed is not the type of words grabbed out of the air and applied in a glow of enthusiasm or inspiration like those of the man who christens the Pullman cars. He might suggest names like Burnoil, Nuice, Dubbelheat, Reelcold, No-noise, Nostatic and think he was accomplishing a great advertising feat. But a look at other industries which have gone through their young days and have become established should make a word-coiner cautious and careful.

Consider the automobile industry. How many names of cars and companies can you mention offhand? How many of them are trick names? The names which have persisted and are best known today are for the most part, plain, simple names of people or of cars which adopted a simple name. Yet there was a whole flock of trick names when the industry was young and green.

The vogue for trick names seems to be passing. For even if they are simple, not too clever or far-fetched and are well advertised, people are likely to forget that they are supposed to be descriptive and think of them only as the names of a shoe company, a motor truck maker and a clothing factory.

In these days of great mergers usually worked out by banking corporations some long and unwieldy names occur. When one looks over the names of banks, trust companies and other financial institutions, it is difficult to discover many which seem to have the personality which attaches to names of products in industrial fields. A search of my memory fails to remind me of any in New York except the Seaman's Bank for Savings which brings up pictures of old sea captains sailing to far-off places. When it comes to naming things the financial mind seems to work in abstract rather than specific channels and not to apply the same sort of imagination which named so many products and companies in the industrial field. Just now I looked at

the financial page and listed a few of the stocks under the "A's" which seem to run to the general name "American." Some of the following seem all right. Others seem to lack any distinctiveness or any distinguishing qualities. Is it not true that as you look these names over those which have been long and consistently advertised seem more appropriate than those which have not? Here they are:

American Agricultural Chemical Co.  
American Beet Sugar Company  
American Brown Boveri Electrical Corp.  
American Car & Foundry Co.  
American Chain Company  
American Druggists Syndicate  
American and Foreign Power Co., Inc.  
American Home Products Corp.  
American International Corp.  
American Linseed Co.  
American Metal Company, Ltd.  
American Radiator Co.  
American Ship & Commerce Co.  
American Smelting & Refining Co.  
American Stores Co.  
American Sumatra Tobacco Corp.  
American Telephone & Telegraph Co.  
American Water Works & Electric Co.  
American Zinc, Lead & Smelting Co.  
American Bank Note Co.  
American Brake Shoe and Foundry Co.  
American Can Company  
American Chiclé Co.  
American Express Co.  
American Hide & Leather Co.  
American Ice Co.  
American La France Fire Engine Co.  
American Locomotive Co.  
American Power & Light Co.  
American Safety Razor Corp.  
American Shipbuilding Co.  
American Snuff Co.  
American Steel Foundries  
American Sugar Refining Co.  
American Tobacco Co.  
American Woolen Co.

Turning to the New York telephone book one finds that there are twenty-two full columns of companies which start with the name American. This means that approximately 1,500 concerns in New York City alone are using it as part of their corporate name. There are several other columns in the telephone book of concerns which have gone to historical characters for names such as Washington, Franklin, Hamilton, Lincoln and others. These names have been chosen in some cases merely because they have a familiar sound or someone liked them. There are others which have a real right to be used and a background which should be more generally known. For

The cleverest man  
in the United States  
today is the adver-  
tising man.

He stands or falls upon  
the exact results.

And when he comes  
to Brooklyn, what  
does he do?

He buys the Standard  
Union, because he knows  
the difference between a  
"reader" and a "subscriber."

*R. G. R. Hunsiman*  
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

people know, for example, that the Irving Bank, at the present time called the American Exchange Irving Trust Company, has a definite and interesting right to the name "Irving." Back in 1851 when a group of produce merchants down at Greenwich and Warren Streets, decided to open a bank the question of a name was before the house. One of the men suggested the name Irving, after Washington Irving, then at the height of his popularity. Before adopting it the permission of Washington Irving was asked, and he was invited to a dinner in New York. He came down from Sunnyside, that quaint pre-revolutionary house at Tarrytown, pleased that his name had been selected, and made a speech. Not a very good one either, tradition has it. This particular incident suggests the thought that in the history of some of the old industrial companies and other institutions are copy angles which would make interesting advertising and perhaps induce a change in name in some instances. While none of the banks in New York has a name which denotes the same sort of personality one thinks of when one hears Sears Roebuck or Woolworth, there is a bank in England which does. It is called Barclays Bank. And as a bank is a service institution, why is it wrong to give it the name of its founder or an individual who was closely connected with its great growth?

Personal service organizations such as law firms and advertising agencies, almost always operate under the names of one or more individuals. There is no reason I suppose why a firm of lawyers shouldn't call itself the American Legal Advisers and Consultants, Inc., but I have never heard of it being done.

So in many cases we find the opposite of the clever and tricky method discussed previously. We find, instead, great dignity, leading often to names hard to remember or pronounce. That tendency too, I suppose, is natural at a time when the pickle factory becomes the Condiment, Chutney and Relish Works, Inc., when the bar-

ber becomes the tonsorial artist, the plumber, the sanitary engineer and the village undertaker the Selected Mortician. There are things to consider and avoid in either the too tricky or the too dignified method.

#### SOME ADVICE

What, then, shall we say to the man who, having incorporated a company in a new industry which he expects to grow, is looking for a name for it? Or a man who having taken over the management of an old company doesn't like its name. I should say first of all, let him remember the instance of Algernon, the boy in the new neighborhood. Let him give his name a tryout. If he has already made and named a product he can advertise it and discover what consumers say. If he is thinking of changing the name let him by all means listen to consumer conversation, let him ask the advice of his employees. In his new name let him try to get one which combines simplicity with dignity and one that is easy to distinguish. Let him then decide whether it is not well, if he is going to advertise his product extensively, to give his company the same name. No company is incorporated, no new product is launched for which growth is not confidently expected. Will his name, if his company grows tremendously in the next ten years, be as distinctive and as appropriate to his business then as it is now? Should a big industrial concern, bank or other institution change its name if it is too cumbersome or too unwieldy? Examples of name revisions are occurring in all groups almost every day. Many others are thinking of it. At the present time I know of at least two companies where a poll is being taken of employees in one case and consumers in another to discover whether the present name should be changed in favor of one more appropriate, familiar or simple.

A summing up of all I have tried to say and a simple prescription is given in the play where Deburau, who had his own name thrust on him as Algernon did

(Continued on page 180)

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JOSE

RIC

# The LIFE STORY of every motor is written in OIL



**DEPARTED**, in the quiet of the garage, amid long hours of rain, touched here and there by dainty fingers of twilight. What a story the doctor's weather-worn cap could tell of a brave, old motor's race with death through a cruel storm-torn night.

And what extraordinary turns that glebe-coming landowner could spin of the strange dark ways of Algerian reparation.

While the yellow roadster's tale would be a better one and whole of a proud, young engine, burned-out as its youth through reckless drivers and lack of care.

**STORIES** of long and faithful service, hours of breakdown and sudden repairs told. But at the bottom of every motor's story, responsible for good performance and bad performance alike, lies a vital fluid—oil.

For the actual performance of every motor depends largely upon the state of maintenance that this fluid of power.

**A motor-oil's job**

View motor oil as a self-worn safeguard. Motor oil is as deadly here and there, the one who is responsible for this fluid of power.

In action, your motor oil is no longer the fluid, glowing liquid you see poured into your tank. Instead, only a thin film of it that fills the tiny spaces between the parts of the engine, preventing them from rubbing together, grinding together, or even of wear attack the oil film that coats the surfaces, is the real oil. Without protection, real motor parts from death.

**Ordinary oil film fails**

in action.

Under the worst conditions, the film of ordinary oil soon breaks and burns. Thus motor parts attack directly the unprotected metal parts. And through the broken film, hot iron metal chafes against metal.

Breakdown begins as motor, clogged with dirt, and hot, finally runs as a burned-out hulk, a waste.

instead a motor pump. Then, the repair shop and big bill.

**The film of protection**

Tide Water Technology gives you an engine that will stand the test. They make hundreds of thousands of laboratory experiments and road tests. Finally, they perfected, as Vaseline oil, that offers the most complete protection and protection of which protection film of protection.

It is clean, smooth as silk, light as air. Give your motor a chance to wear in safety, not in confusion, but as Vaseline. There it will be a long history of faithful, economical service.

Tide Water Oil Sales Corporation, 1000 Broadway, New York. Branches in all principal cities.



**The FILM of PROTECTION**

Any honest repair man will tell you that more than 75% of all motor repairs are caused by the failure of a motor oil. Safeguard your motor with Vaseline, the oil that gives the film of protection. It is as clean, smooth as silk, light as air.

One of a series of advertisements in color prepared for the Tide Water Oil Sales Co.

## Facts need never be dull

**THIS** agency was one of the first to adopt the policy of "Facts first—then Advertising." And it has earned an unusual reputation for sound work.

Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other advertising, but with the absorbing reading matter which fills our present-day publications.

We shall be glad to send interested executives several notable examples of advertising that has lifted difficult subjects out of the welter of mediocrity.

JOSEPH RICHARDS COMPANY, INC., 249 Park Avenue, New York City

**RICHARDS "Facts first—then Advertising"**

# Revives a Dead Item to Fill Up Seasonal Sales Hollows

This Manufacturer Keeps His Plant Busy When His Major Market Stops Buying

FOR seven and a half months out of the year, the Solar-Sturges Manufacturing Company, of Melrose Park, Ill., is busy making and delivering milk and ice cream cans. Early in November the plant begins to warm up. From that time until May, sales, production and deliveries rise steadily. Then they execute what looks like a nose dive on the sales chart.

By July 1, the curtain is down on this business. The large buyers of milk cans and the ice cream manufacturers are through buying. So for four months the market goes to sleep.

Industrial executives face no menace with more dread than that of forcing machinery to stand idle and skilled workmen to look for new employment. The expense of labor turnover, especially the turnover of skilled labor, is better understood today than ever. It costs money to train a man to do a particular job well enough to rank as an expert, but it costs more to train him and then let him get away. That machinery pays adequate returns on the capital invested in it only when it can be kept running eight, ten or even more hours a day is so generally accepted as to be a manufacturing axiom nowadays.

One of the ways that the Solar-Sturges Manufacturing Company is keeping its machinery busy and holding its employees is through the revival of a market that to all intents dwindled off into nothingness some six or seven years ago. This is the market for small hand- or power-operated churns.

Twenty-five years ago, the small churn played a profitable and otherwise important part in this company's operations. Farm families made their own butter then. They read Solar-Sturges advertising in their farm papers or in the catalogs of the mail-

order houses with the result that many thousands of these churns were bought year after year. With the rise of commercial dairying as an industry and the increasing sale of milk and cream by farmers to central milk stations or depots, the market for small household churns contracted. The company, sensing the possibilities of large volume sales, jumped into the manufacture of steel milk cans. In a short time, the company developed a good market for these cans among the condenseries, manufacturers of butter, cheese, etc. These manufacturers bought cans in large quantities and sold them practically at cost to the farmer in order that he might transport his milk to their central depots. As this business grew, Solar-Sturges spread out and got into the large scale manufacture of ice cream cans.

So no mourning marked the steady dwindling of churn sales. Compared with the sales of cans to the new markets, they were hardly worth worrying over. At last, some five years ago, the company stopped making churns entirely.

## STILL A DEMAND FOR CHURNS

"When we decided definitely to go out of the churn business we were carrying a small stock of them," says T. H. Owen, general sales manager. "Naturally, we cancelled all our churn advertising and prepared to think only of milk and ice cream can sales. But churn inquiries and orders for replacement parts kept coming in. So did orders for new churns. There was nothing big or startling about this demand yet it was persistent. At first, we paid no attention to this business beyond seeing to it that orders for parts or new churns were filled from the stock we had on hand. We were too interested in sales of ice cream and

ed by More Than Four Out of Five Milwaukee Families

# Milwaukee Buildings Cost \$42,000,000—

**M**ILWAUKEE'S bill for building construction in 1926 totaled \$42,861,560—an increase of more than \$3,000,000 over 1925.

Milwaukee is growing faster than during any previous period in its history. Annexations and increased land values brought the assessed value of Milwaukee property to \$864,957,161 in 1926—a gain of \$54,000,000 over the previous year.

Are you building business in this prosperous sales territory of more than a half million people? Here you need only one paper—The Milwaukee Journal—to reach and sell more than four out of every five families.

**THE MILWAUKEE JOURNAL**  
**FIRST BY MERIT**

More Than One Half Million Wisconsin Readers Every Day



milk cans to conduct any autopsy on churns which now were not in our active line.

"Now, five years after discontinuing the manufacture of churns, we are starting in once again. Why? Because inquiries have come in so regularly and persistently that we are forced to believe that a fair-size and profitable demand still exists. The trouble with us five years ago was that we did not make an unbiased analysis of the market. Because we saw a big sales opportunity growing up in dairying we concluded that it must be the only opportunity. However, the coming of the large buyer of milk did not put an end to the churning of butter on the farm, as we were so ready to suppose it would.

"Many farms are still located too far from central milk stations to haul their milk and cream to market. Consequently, they are still more than lukewarm prospects for churns. In the Rocky Mountain States, Colorado, Montana, Idaho and Northern California, we find there is still much butter made on the farm. This applies, too, to some sections of New England. Then, again, the market afforded by the gentleman farmer is becoming more and more important to the manufacturer of farm implements and supplies. Usually he insists on making his own butter as a matter of principle. He must have a churn.

"So we have begun to make small hand and power churns once again. We have sent out several direct-mail pieces and letters to dealers. One of the big jobbing houses in the East has taken on our line. They agree with us that if orders for any product come in persistently over a five-year period without urging, there are more sales to be had with cultivation of the market."

The threat of obsolescence is frequently not as serious as it appears to be. Countless instances may be cited to prove that products once thought of as obsolete hang on for years. Obsolescence threatens the sales of many products, but it usually need be regarded as nothing more than a

challenge to management to comb markets finer and use its ingenuity to unearth new ones.

"There is still another side to our plan to promote the sale of churns," commented Mr. Owen. "We can make churns without adding to our existing plant equipment and without hiring new workmen. We use the same raw materials as for ice cream and milk cans, so no new investment in stocks is needed. From July to November, when our activities in milk and ice cream cans are at low ebb we can easily turn to the manufacture of churns and thereby hold skilled employees who might otherwise be forced to hunt up new jobs. We do not use low-grade labor. Therefore, it is highly important that we devise means of keeping our men employed and contented.

"Ice cream and milk cans are and will doubtless continue to be our big revenue producers for many years. But we have learned from our experience with churns that markets don't disappear over night and products that have sold over a number of years don't die suddenly. When they begin to look a little sick that is the time to give them the benefit of some extra thought and care instead of throwing them over. Even the product that is definitely through as a leader can become a valuable auxiliary to fill in the hollows left by seasonal sales of the major items."

### C. L. Pancoast, Advertising Manager, New York "Times"

Chalmers L. Pancoast, recently vice president of the Charles C. Green Advertising Agency, Inc., New York, has joined the New York Times as national advertising manager. He was formerly with the Chicago Tribune.

Charles J. Savage and Harold B. Fennell have also joined the advertising staff of the Times.

### Philco Battery Account to Eugene McGuckin

The Philadelphia Storage Battery Company, Philadelphia, manufacturer of Philco batteries, has placed its advertising account with the Eugene McGuckin Company advertising agency, also of Philadelphia.



## New England's Second Largest Market

# Four Out of Every Five Homes In Rhode Island Use Electricity

There are 121,323 residence electric meters and 21,790 commercial meters in use in Rhode Island.

In this same territory there are 150,134 families (1925 State Census), which means that four out of every five homes in the State are prospective purchasers of electrical appliances.

The live dealers and jobbers operating as the Electrical League of Rhode Island are doing constructive work to educate the public in the advantages of the uses of electricity.

# The Providence Journal and The Evening Bulletin

with a net paid circulation of 108,809, reach the great majority of English-speaking homes in Rhode Island.

In 1926 these newspapers carried 72.28% of all advertising carried by Providence newspapers.

## *Providence Journal Company* *Providence, R. I.*

Representatives

Chas. H. Eddy Company  
Boston New York Chicago

R. J. Bidwell Company  
Los Angeles San Francisco Seattle

A large, bold, black number '40' is printed in a serif font. The '4' has a thick vertical stem and a horizontal crossbar. The '0' is a large, open circle with a thick stroke.

The largest schedule of gravure advertising ever used in the United States in one newspaper is that of the John M. Smyth Company, one of Chicago's pre-eminently successful furniture merchants (established in 1867), appearing in the Saturday Photogravure Section of The Chicago Tribune.

*Publishing 90% of All Local Gravure*

The Saturday Photogravure

**THE CHICAGO TRIBUNE**

Average net paid circulation of the Photogravure

# Photogravure Pages in ONE YEAR

Chicago Daily News. 46 full pages were used in the first year, in addition to black and white space of 51,988 agate lines. The maintenance of this same schedule in the second year, now in its sixth month, verifies the power of this Section to produce large returns.

*All Local Gravure Advertising in Chicago*

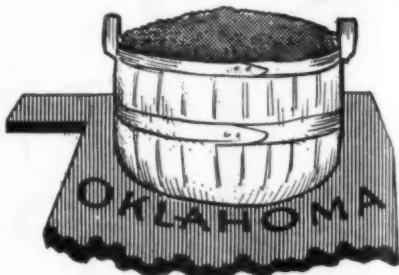
*by Photogravure Section of*

**CHICAGO DAILY NEWS**

*The Photogravure Section in December 1926, 428,136*



73,745,000 bu



**'Just one of the  
reasons for my  
\$20,906,000 Increase!'**

**W**HEAT! Oklahoma farmers have pocketed cash from the biggest wheat crop in their history. More than that, they have won for themselves the distinction of being the best winter wheat farmers in the entire United States.

Somehow or other most people have the idea that Kansas produces the nation's "best wheat." According to the U. S. Dept. of Agriculture, however, Oklahoma raises almost twice as much No. 1 wheat (highest quality) as any other state. The amount of wheat that for the years 1923-24-25, graded No. 1 was 52 per cent in Oklahoma, 29 per cent in Kansas, and

only 26 per cent in the United States. The present indications are that Oklahoma's 1926 crop will rate even better in quality.

Oklahoma's 1926 wheat crop is just one of the great agricultural accomplishments of Oklahoma farmers—just one of the reasons why this farm market has shown a \$20,906,000 increase in crop money.

Oklahoma farmers are buying in big quantities. They are buying the automobiles, tires, farm implements, foods and other products advertised in the Oklahoma Farmer - Stockman, Oklahoma's only farm paper.

**The OKLAHOMA**  
**FARMER-STOCKMAN**  
*Oklahoma City*

*Carl Williams*  
**Editor**

*Ralph Miller*  
**Adm. Mgr.**

**E. KATZ SPECIAL ADVERTISING AGENCY**

New York

Chicago

Detroit

Kansas City

Atlanta

San Francisco

# Setting a World's Sales Record and Then Smashing It

Military Staff and Line System, Backed by Intensive Sales Promotion Methods, Makes Electric Range History for the Puget Sound Power and Light Company

By H. J. Gille

General Sales Manager, Puget Sound Power & Light Co., Seattle

SETTING a new world's record by selling 2,043 electric ranges in a sixty-day period, and then topping it off with a record of 2,769 sales in another sixty-day contest a few weeks later, is eloquent testimony of the potency of sales drives to climax a well-organized merchandising program.

This achievement of the Puget Sound Power & Light Company is more worthy of note in the light of the fact that our territory is not only sparsely populated for the most part, but is honey-combed with municipal competition, gas competition and coal and wood competition throughout, not taking into consideration at all various other makes of electric ranges, whose dealers shrewdly took advantage of the drive, or yet the Westinghouse ranges handled by agencies of the company itself.

It is well to bear in mind right from the start that the entire Puget Sound light company is organized internally on the military staff and line system and this form of organization is brought to bear, not only on range and appliance campaigns, but on all other problems. It may be possible to secure results of a kind by a spasmodic effort of great intensity but real achievement is attained only by careful preparation of the field of operation outlining a campaign designed to meet every emergency and the most careful instruction of every operative to be engaged.

As far as this company is concerned, the sale which has just resulted in the connection of 2,769 electric ranges within sixty days has been in preparation over a period of years and marks, we hope, only a temporary climax that will be dimmed by future accomplishments.



THE COMPANY WAS VERY SUCCESSFUL IN INDUCING A LARGE NUMBER OF WOMEN TO ATTEND DEMONSTRATIONS

In a country where wood is to be had almost for the cutting and soft coal mines are virtually located, in more than one instance, within the principal towns, and gas plants abound on every hand, it was no easy matter a few years ago to sell any electric ranges at all. There were in fact, three great obstacles to be overcome. These were—first, the popular idea that electric cooking was, like flying machines, in an experimental stage; second, the delusion that, compared with coal, wood or gas, electric cooking was expensive; and third, that the cost of electric ranges was prohibitive.

As I have said before, the



Eastern district (Wenatchee).....	125 ranges
Southern district (Chehalis)	125 ranges
Western district (Bremerton) .....	125 ranges

I want to point out that in Seattle we have municipal competition; in Tacoma our franchise does not permit us to enter the domestic field; and there are gas plants in Seattle, Tacoma, Bellingham, Wenatchee, Everett, Bremerton, Olympia, Chehalis and Puyallup, with domestic coal and home-grown wood everywhere.

Now, having organized our district quotas, our district sales managers returned home and set quotas for the salesmen operating under them, taking details into consideration with the same degree of care that was given the district quota. Since there were individual prizes at stake, these were arrived at as mathematically as possible.

Prizes for districts and for individuals were as follows:

First grand prize to be awarded to the district manager whose district sells the highest percentage of its quota during the campaign.

Additional grand prize of \$100 to be awarded to the district selling the highest percentage of its quota during the campaign. The disposition of this prize to be determined by the sales manager of the winning district.

Sales manager's prize offered to the sales manager of the district selling the highest percentage of its quota during the campaign.

First individual prize for the employee making the largest number of direct sales, all employees of all districts (except commission salesmen) being eligible to compete.

Second individual prize for the commission salesman making the largest number of direct sales and open to all commission salesmen in all districts.

Third individual prize for the employee selling the second greatest number of Westinghouse ranges, all employees of all districts (except commission salesmen) being eligible.

Fourth individual prize for the salesman placing the greatest num-

ber of Westinghouse Hot Water Heaters on our lines and open to all employees, regular and commission and in all districts.

Fifth individual prize to the regular or commission salesman in each district making the largest number of direct sales.

Bonuses for suburban employees to be awarded to each suburban division selling 100 per cent or more of its quota—a money prize to be divided among division employees who make sales, in proportion to the number of sales made by each one, sales to apartment houses not counting.

Not more than one individual prize was awarded to any salesman, and, in event of one man winning more than one prize, the fifth individual prize was to be awarded to the next highest employee.

A cash bonus was also offered each commission salesman for selling 100 per cent of his quota and an additional cash bonus for each range in excess of his quota.

In addition to all of these, a gold watch was offered by A. W. Leonard, president of the Puget Sound Power & Light Company, to the salesman of each district who surpassed his quota by the greatest margin.

I have purposely refrained from specifying just what our prizes were as I feel that other districts and other companies may have to be guided by conditions entirely different from those which prevail in Western Washington. All of our prizes were generous and well worth competing for.

We have now organized our district and our individual quotas and placed our trophies on exhibition. The problem confronting us is to interest, not only the commission and regular salesmen in our campaign, but every employee of every district of our company. To this end, the entire personnel of the organization was divided into three classes and inducements of such a nature offered as to encourage a sustained co-operative effort.

In arranging the terms of sale, an effort was made, of course, to offer an inducement for cash. Yet

terms could be arranged for a down payment of as little as \$10; while, with every range a premium choice of a Westinghouse hot water heater or a Cozy Glow portable heater was offered the customer.

With our internal arrangement completed, we were ready to take the field. Following district meetings in every district office to perfect details and to make certain that everything was likely to go through without a hitch, the first public gun of the campaign was fired two weeks prior to the actual start-off. This consisted of a letter broadside to every customer on our books, announcing our campaign and special offer, and was followed by envelope stuffers. We also released a newspaper advertising schedule. Special window displays were put in forty-two stores operated by the company; special banners were hung wherever possible; every truck operated by the company carried the message on special signs and special Westinghouse signs were displayed everywhere.

Now, the danger with a campaign of this sort is that the first burst of enthusiasm will wear itself off; that the campaign will develop into a spasmodic effort and eventually peter out to a large degree. The real problem is to maintain interest at fever heat throughout. Those who believe it a snap to maintain interest in seven different districts over a period of sixty days will know better after they have tried it just once.

Previous experience had taught us what to anticipate, with the result that when our campaign got well under way, a force of Westinghouse demonstrators took the field and demonstrated these ranges in every store operated by

the company. These demonstrations were not only advertised in the newspapers but personal invitations to attend were issued from each office.

When the smoke of battle eventually cleared away, here is what our districts had accomplished:

District	Set	Quota	Result
Central district....	450		1,243
Southwestern district	200		180
Northwestern district	200		263
Northern district....	200		248
Eastern district....	125		195
Southern district....	125		142
Western district....	125		261
Miscellaneous sales..			237
Total .....			2,769

The best idea, however, of the work of our salesmen is offered by a study of the results which led up to the award of the gold watches presented by A. W. Leonard, president. The original idea was to present seven watches, but this had to be revised for the reason that two salesmen in the Western district tied for first place, while one salesman in the Central district pretty nearly established a world record in placing apartment house ranges during the range equipment period.

The winning salesmen, their individual quotas, their individual sales and their percentages are given in the table below.

It is well to bear in mind, when studying these results, that such rewards do not come in a day. We are now beginning to reap the reward of years of work under all kinds of discouraging conditions. We feel, in some measure, like the original pioneers of the West. After we had wrested our homestead from the Indians, we had to cut the timber, grub the stumps, plow, plant and cultivate, and if we are beginning to reap what we have sown, we feel that we have earned our reward.

Salesman	District	Quota	Sales	Percentage
E. H. Keiser	Central	25	50	200
C. W. Sherman	Northern	50	131	262
Harley Bryant	Eastern	18	45	250
G. F. Fishback	Southwestern	20	43	215
Jack Spencer	Northeastern	50	59	118
L. E. McWade	Western	10	22	220
R. G. Moon	Western	20	44	220
H. L. Holcombe	Southern	14	27	192.8
T. H. Sawyer	Central	200 Apt. House	850	425



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# READER CONFIDENCE

"In  
Philadelphia  
nearly everybody reads  
The Bulletin"

## The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

**537,974** COPIES  
A DAY

The largest circulation in Philadelphia

# How DAVEGA exceeded all December Sales Records

1926—December Sales—\$542,825.98

1925—December Sales—\$375,690.31

December Sales Increase \$167,135.67

STORES ALL OVER  
NEW YORK  
15 CORTLAND STREET  
231 BROADWAY  
111 EAST 42<sup>ND</sup> STREET  
25 WEST 125<sup>TH</sup> STREET  
653 WEST 181<sup>ST</sup> STREET  
1011 50 BOULEVARD  
110 E. FORDHAM ROAD

## DAVEGA

*United Sport Shops*

"NEW YORK'S RELIABLE RADIO STORES"

EXECUTIVE OFFICES  
831 BROADWAY

TELEPHONE  
STUYVESANT 1300

NEW YORK CITY,  
January 8, 1927.

New York Evening Journal,  
2 Columbus Circle,  
New York City.

Gentlemen:

I know you will be pleased to learn that our sales for the month of December were \$542,825.98, which is an increase of \$167,135.67 over the same month last year. During the month of December we ran more lineage with the New York Evening Journal than any other newspaper and believe this has contributed very largely to our increased volume of sales.

Our advertising Committee believes that the New York Evening Journal is the best "pulling" newspaper for all classes of merchandise. It is the fine co-operation that we have received from your staff and the splendid results that we have obtained from our advertisements in the New York Evening Journal that has induced us to give you so much lineage.

We wish to express our thanks and believe that our sales for 1927 will far exceed our sales for the past year.

Yours very truly,  
DAVEGA, INC.

(Signed) ABRAM DAVEGA,  
President.

AD/F

led Mr. Davega says—

“The New York Evening Journal is the  
**Best Pulling Newspaper**  
 For All Classes of Merchandise”

Merchants and manufacturers interested in selling Sporting Goods and Radio to Metropolitan New York should read the sales experience of DAVEGA as set forth in the reprinted letter on the opposite page. DAVEGA INVESTS more money in the New York Evening Journal than in any other New York newspaper because it covers New York intensively and produces the greatest sales volume.

Every day 677,565 men and women buy the New York Evening Journal—and

at 3c a copy daily, 5c on Saturdays. This is double the circulation of the next evening paper plus 86,000.

Nothing takes the place of home circulation. And the New York Evening Journal, with its dominant circulation in the fifty-mile area comprising Metropolitan New York, holds a unique and unassailable position as the key to this great market. Its intensive coverage, and the public loyalty and confidence which it enjoys, stamp it at once as the outstanding advertising medium in its field.

**CIRCULATION FOR SIX MONTHS ENDING  
 SEPTEMBER 30th, 677,565 DAILY, NET PAID**

*A daily gain of 41,779 over the same period last year.*

# NEW YORK EVENING JOURNAL

*America's largest evening newspaper circulation  
 . . . and at 3c a copy daily, 5c Saturday*

New York Office  
 COLUMBUS CIRCLE, New York City

Chicago Office  
 913 Hearst Building, Chicago, Ill.

## Whether It's a Fur Coat or a 'Kerchief

### The Detroit News Helps Decide the Sale

MRS. DETROIT is about to buy a fur coat, or a chic hat or an evening gown or a pair of sheer hose. She may have a predisposition in favor of a certain brand, style or couturier, but before she dips into her pocketbook she consults her expert adviser and buying guide—The Detroit News. In many cities there are newspapers which, regardless of all other attributes or because of them, have this unique position to fill. The Detroit News has for years occupied this role; first, because it is essentially a home newspaper; second, because its thorough coverage made its use by practically all advertisers, local or national, desirable, and third, because The News has cultivated the taste of women in dress as well as in home decoration and in other housewifely arts through its excellent and highly specialized Women's Pages.

### And Here Is Why It Matters to You

Of course it is significant that The Detroit News in 1926 published 2,779,896 lines of women's wear advertising, more than three times as much as both other Detroit newspapers combined, but the significance does not end with this statement. It is enhanced by almost equally startling leadership in every other classification of advertising depending on home reading for results. Whatever it is you sell, employ The News, for it is Detroit's buying guide.



## The Detroit News

The HOME newspaper

350,000 Sunday Circulation. 325,000 Week Days

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# Should All the Letters in a Series Be Tied Together?

Yes—But Don't Let the Reader Become Too Conscious of the Cords

By Maxwell Droke

SHOULD follow-up letters be tied together like a daisy chain? Perhaps the answer all depends on what is meant by the term "tied." Surely there are few who approve of those follow-up letters cut according to block pattern Z-123456, and reading:

Kind Sir:

We have written you seventeen letters concerning Maxie's Magic Monkey Wrenches—and have received no reply from you. What is the reason? Did our letters fail to reach you? Surely you cannot longer afford to overlook our amazing and astonishing offer—

Such letters are pure piffle. They contain no new, constructive thought. They are mere memory joggers with no real reason for existence.

But there are times when it may be entirely proper to refer casually to past correspondence—principally to remind a prospect of some point which has been previously made—and which, in the present letter, may be of secondary importance.

For purposes of illustration here is a series prepared by Prest-O-Lite for one of its large distributors. This was an intensive "get acquainted" campaign, designed to get prospective battery buyers to call at the distributor's service station.

The first, or introductory letter, follows:

Dear Mr. Motorist:

You don't know me—but I'd like mighty well to know you.

And over here at our place, we have something that I think will interest you. Our business is selling and servicing automobile batteries. People tell us that we have the most capable—and the most courteous—service men in town. I hope that's true. I know we do try as hard as ever we can to give the sort of service folks like you are looking for.

We are distributors for the famous PREST-O-LITE Battery. You know PREST-O-LITE offers the oldest service to motorists. And they certainly

know how to build long life and big value right into a battery!

Maybe you need a replacement battery in your car right now; but even if you don't, I'd like to have you drive in anyway for a chat. We'll gladly make a free inspection of your battery. And it's likely we can give you some pointers that will mean longer life and increased satisfaction.

Remember our convenient location at 1236 Blank Street. And I'm hoping to see you soon!

The second letter was designed to make the reader appreciate the importance of a battery, and the necessity of making a careful selection. Note the only reference to a previous communication—a single sentence buried down in the third paragraph—"Remember I was telling you in my last letter that the Prest-O-Lite Company offered the oldest service to motorists." Thus, rather neatly, the letters are linked together, and the prospect is again reminded of Prest-O-Lite prestige.

Dear Mr. Motorist:

A battery is a little thing. It doesn't take up much space tucked away in your car. But this battery really is the heart of your automobile.

Ever think of it that way?

Makes a battery appear pretty important. And it is important! When you're ready for a replacement battery in that car of yours, it will pay you to do a lot of careful investigating.

And, frankly, we have a feeling that you'll select a PREST-O-LITE. Remember, I was telling you in my last letter that the PREST-O-LITE Company offered the oldest service to motorists. They've been at it now for twenty years or more, and they certainly build into a battery the very things you want to get out of it—service and satisfaction.

Drive in some day soon and let us tell you more about PREST-O-LITE batteries. Even if you're not needing a replacement battery right now, we'll be glad to get acquainted, and give you our free test and inspection service.

Remember the convenient central location—1236 Blank Street. We'll be looking for you!

The third letter in the series refers back to the second—the "endless chain" idea. Yet, it is so

defly handled that it freshens the reader's memory on important sales points, and becomes more than a mere reminder:

Dear Mr. Motorist:

Remember that letter I wrote you the other day? We were discussing how important an automobile battery really is. And I said something about "service."

Well, we hear a lot of talk about service. But I just want to go on record with this statement: When you buy a PREST-O-LITE replacement battery here, you drive out of our place into a new experience. You are going to learn what service and satisfaction truly can mean!

We've been told that ours is the most capable—and the most courteous service staff in town. Anyhow, we certainly try to make it so.

We want you to come in often. Our free test and inspection service is always at your command. And ask just as many questions as you can think of. There are a lot of friendly pointers we can give that will mean longer life and better performance for your battery.

Why not drive in one day this week and let's get acquainted?

Now, for one of those hard-to-handle subjects—tombstones. The three letters that follow are from a well-known memorial house. They are not tied together in any definite sense. Yet, they form a well-nigh perfect follow-up. The first letter, a few days after the funeral, is worded to indicate a sympathetic understanding. The second goes out a month later. The third letter diplomatically chides the reader for negligence—and puts it frankly up to him to make the next move. This is the first in the series:

Dear Mr. —:

You will wish to mark the grave of your loved one with a memorial as beautiful and as lasting as the image you carry in your heart.

We understand just how you feel about it. And to this precious task we bring long years of experience, a deep sense of responsibility, and the kind of interested, personal service that cannot be measured in money.

One of our representatives—an experienced memorial man—will be glad to discuss the matter with you. There is, of course, no cost or obligation on your part.

The telephone is Harrison 2949.

Sincerely,

The second reads:

Dear Mr. —:

Tonight, when all is quiet, take this letter out of the envelope, and read it again.

And, as you read, think, not in sorrow but with reverent tenderness of a new-made grave, out somewhere in a silent, peaceful cemetery—a grave as yet unmarked.

You will not wish to delay longer the final tribute to one you loved so dearly in life. You have planned to erect a fitting memorial—a memory mark as eternal as Time itself.

And so we write, today, to place at your command the service of this old-established institution. May we help you in this precious undertaking?

A representative will be glad to talk with you. His call involves no cost or obligation on your part.

The telephone is Harrison 2949.

Sincerely,

The third letter, like the second, makes no effort at a direct tie-up; yet it is an admirable follow-up.

Dear Mr. —:

For no one knows how many millions of years, we human beings have been monument-makers.

There is in each human heart a deep-set desire to mark the final resting place of our loved ones with a memorial of becoming reverence.

Sometimes, in this busy workaday world, we postpone this final tribute a little longer, perhaps, than we should. And yet this simple act, the fulfillment of a solemn duty, brings a quiet peace, a great contentment.

May we not serve you now? We set at your command our long experience, our sympathetic understanding.

Sincerely,

And now, while we are discussing this subject of follow-up, it is well to suggest the "type" tie-up as one of the most effective methods of linking letters together. This method is effective because it does not give the appearance of an obvious or studied effort at making a tie-up. This is merely a matter of writing letters of a distinctive type—so interesting and out-of-the-ordinary that the reader soon learns to be on the lookout for them. This is decidedly easier said than done. But the effort is well rewarded.

As an instance in point, I am minded of the Senreco "story style" letters. Sometime ago this tooth paste company delved into history for interesting dental facts which were made the basis of letters to the profession. Each letter was a separate unit. There was no attempt to tie them together by direct reference. Yet, because of their style, each message profited by the accumulated in-

## .... about these "A" and "B" schedules

**A**N "A" schedule costs more than a "B" schedule. But not, as a rule, more than two or three "B" schedules.

Now, if one "A" schedule can replace two or three "B" schedules and produce a greater return in total sales and at a lower cost per unit of sale, it is, obviously, a better investment.

Consider the Indianapolis Radius by the "A" and "B" measure:

The Indianapolis News deserves—and gets—more "A" schedules, probably, than any newspaper in cities of this class. Dominating the marvelously rich and responsive Indianapolis Radius (population 2,000,000), The News produces far more total sales than the size of the city would indicate. Although Indianapolis is the twenty-first city in population, it is thirteenth in volume of retail sales.

The Indianapolis News carries a surprising number of "A" schedules exclusively. Because an "A" schedule in The News costs less and accomplishes more than the two or three "B" schedules that would largely duplicate each other in Indianapolis.

Last year's lineage is proof of that. In 1926, The News published the third largest volume of national advertising in America for a six-day newspaper. The gain over 1925 was the largest gain for any 6-day or 7-day newspaper in America—save one. The News' volume exceeded by hundreds of thousands of lines the combined volume of all other Indianapolis newspapers together, with their more than twice as many issues.

The voice of experience speaks beyond all doubt or cavil.

# The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York  
DAN A. CARROLL  
110 East 42nd St.

Chicago  
J. E. LUTZ  
The Tower Building

terest of those that had gone before. Here are two letters in the series:

Dear Doctor:

A couple of thousand years ago, in Rome, lived a man named Celsus.

Celsus, who practiced dentistry, had a simple method of treating decayed teeth. "Parts of a decayed tooth that hurt the mouth should be removed," the old Roman declared. And for this purpose he used a crude iron file.

Dentistry has made many a forward stride since Celsus' day. Today you, in common with other modern-minded dentists, are concerned in *preventing* as well as curing diseases of the teeth and gums. And SENRECO Tooth Paste comes to you as your powerful ally in this vitally important work.

You will find SENRECO a decidedly "different" tooth paste. It is made according to the formula of a practical dentist who knows your requirements. We do not offer SENRECO as a "cure all." Yet it is more than a mere cleanser. Here, is a tooth paste you can prescribe, secure in the knowledge that it will supplement your own good work, and serve as a remedial and preventive agent. SENRECO is *not* an experiment. It has *proved* its worth in the eight years it has been on the market.

Just turn the page now, Doctor, and read some plain common-sense facts about this truly remarkable preparation. And, by the way, do not overlook the convenient postcard. Your name and address on this return card will bring a liberal supply of SENRECO samples, so that you may easily prove every claim we make. Be sure to mail it today.

Sincerely yours,

Dear Doctor:

John Greenwood, the earnest old man who made George Washington's artificial teeth, once prophesied that the time would come when the dentist (most folks called them "tooth tinkers" in those days) would rank with the physician in *preventing* as well as curing disease.

And that time *has* come. Today, Doctor, as a forward-looking member of your great profession, you face a grave responsibility as the guardian of your patient's health. Just as Greenwood prophesied, your aim is to *prevent*, as well as cure, diseases of the teeth and gums.

That is why you will be particularly interested in SENRECO, the "different" tooth paste that serves as a powerful preventive. We do not stress the therapeutic value of SENRECO Tooth Paste. Never do we contend that it will take the place of your own expert service. No tooth paste can hope to do that. But, because SENRECO is prepared according to the formula of a recognized dentist, who knows your problems, you will find this tooth paste a great help as a corrective and a preventive in diseases of the teeth and gums.

Hundreds of leading dentists endorse and prescribe SENRECO because they have found after careful tests that this professional preparation is far superior to any ordinary tooth paste. Frankly, we should like very much to add your name to this list. We urge you to investigate SENRECO—put it to any test you wish—and convince yourself of its outstanding merit.

The enclosed post card will bring a liberal supply of samples, without cost or obligation. Just sign and mail it today.

Sincerely yours,

Briefly, then, let us sum up about like this: If the letters in our series are to go out in rather quick succession, it usually is well to build up and conserve accumulative interest. This we can do, not by the inane, "referring to our previous correspondence—" or the impertinent, "Why haven't you answered our letters?" but by subtle reference, and an intelligent study of the specific problem.

Yes, let's tie those letters together—but don't let the reader become too conscious of the cords!

### General Electric Unit to Advertise Refrigerators

The recently organized Electric Refrigeration Department of the General Electric Company plans to spend \$1,000,000 in an advertising campaign on its electric refrigerators. This new product will be distributed through selected dealers and electric light and power companies.

The new department has been placed in charge of T. K. Quinn, manager, and P. B. Zimmerman, sales manager, with headquarters at Cleveland, Ohio.

The advertising account of the Electric Refrigeration Department of the General Electric Company will be directed by Lord & Thomas and Logan.

### Ideal Gas Boiler Account to Hommann & Tarcher

Hommann & Tarcher, Inc., New York advertising agency, has been retained to handle the advertising of Ideal gas boilers, manufactured by the American Radiator Company.

This agency will also serve the American Gas Products Corporation, New York, in advertising its gas-fired radiators and other gas appliances.

### Rubberset Account with Steuerman Service

The Rubberset Company, Newark, N. J., brushes, has appointed the Steuerman Service, New York advertising agency, to direct its advertising account.



# NINETEEN AUTOMOBILE MANUFACTURERS

have already scheduled 1927 space in all three publications comprising The CONDE' NAST GROUP—Vanity Fair, Vogue, and House & Garden.

AUBURN	LINCOLN
BUICK	MARMON
CADILLAC	NASH
CHRYSLER	PACKARD
DODGE	PIERCE-ARROW
FRANKLIN	ROLLS-ROYCE
GARDNER	STEARNS-KNIGHT
HUPMOBILE	STUDEBAKER
JORDAN	STUTZ
WILLYS-KNIGHT	

Passenger car advertisers were among the first to appreciate the wisdom of combining the exceptional influence exerted by each one of these three magazines—thereby making certain of reaching most of America's class market.

## THE CONDÉ NAST GROUP

Vanity Fair, Vogue and House & Garden

*All members of the Audit Bureau of Circulations*

No. 9 in a Series

## Eliminate all and face

—just make up your own *optional* combinations of the leading evening and morning papers for fair comparison with the *compulsory* combinations of evening and morning papers as listed below.

—and see what a difference it makes.

The first *optional* combination gives you 655,300 circulation—382,060 more than the first *compulsory* combination — at a much lower milline rate.

Also—it gives you 131,000 more circulation than the two *compulsory* combinations combined, and a lower milline rate.

That's what you get when you compare combinations with combinations rather than with individual morning or evening papers. . Here they are:

Combination	Circulation	Milline
1st combination ( <i>optional</i> )		
American & Post	655,300	1.68
2nd combination ( <i>optional</i> )		
American & Advertiser	415,584	1.68
3rd combination ( <i>compulsory</i> )		
Globe, Eve. & Morn.	273,240	1.83
4th combination ( <i>compulsory</i> )		
Traveler & Herald	250,998	1.99

## Boston American Boston Advertiser

## Agency figuring these facts!

To get sales volume, sell to volume.

The Sunday Advertiser has a greater circulation in Boston's fifty mile radius than the *total* circulation *everywhere* of any other Boston Sunday newspaper.

The total net paid circulation figures show that the Sunday Advertiser is regularly read by 45% more families than read the second largest and 52% more than the third largest Boston Sunday paper.

With a total net paid circulation of 490,588 the Sunday Advertiser is read by 367,838 more families than read the fourth Boston Sunday paper—nearly four times the number.

Paper	Circulation	Milline
Sunday Advertiser	490,588	1.53
Sunday Post	339,486	1.62
Sunday Globe	322,395	1.72
Sunday Herald	122,750	3.26

**Boston**  
**Sunday Advertiser**

# What Do Your Salesmen's Calls Cost?

Opinions disagree except on one point—that they cost too much. Tank towns are too far apart and they are slim pickings, at best. Salesmen are human, and there are days when they are sick or tired or indifferent.

The right kind of mailing piece can in many cases do the salesman's work just as effectively, and at a comparatively slight cost. Or it can pave the way for his calls and make his selling hours more productive.

We like to be consulted about problems of this sort.

**CHARLES FRANCIS PRESS**

461 Eighth Avenue

Telephone Lackawanna 4300

Printing Crafts Building, New York

# How We Sold Our Fieldmen on the Use of Dealer Literature

A Complete Campaign, Aimed at the Fieldman, Was Prepared and Carried through over a Period of Several Years

By R. B. Cook

Of the David Lupton's Sons Company

I HAD better start off by saying that the title to this story is a little misleading. Our fieldmen are not past masters at the art of promoting the use of dealer literature. We've got real work ahead of us yet. However, our plan seems to have solved many of our major difficulties—so much so that we are going to continue working along our present lines.

Steel casements for residential use are comparatively new. While steel windows for industrial buildings have been widely used for about twenty years, the residential field has just been scratched. Realizing that the latter was so wide a market, our plan was to reach the field through building material dealers, lumber merchants, and other dealer connections furnishing building material. Our industrial line has always been sold by our own organization which maintains sales offices in many of the larger cities, and by agents who function as manufacturers' representatives.

As our residential advertising plan unfolded, we found that dealer literature was going to be the necessary support of our general periodical advertising. There were many pieces of this literature the purpose of which was known to us—and we thought to everyone else. The material was attractively designed, well printed, and represented a large part of the whole expense. Our fieldmen were told the story by letter and requisitions started coming in.

Rarely, if ever, was a requisition received that we could fill intelligently. There were too many of them which indicated that "So and so would like some literature." Send Bing and Bang a supply of our printed matter."

Our first defense to these was to write the dealer direct and try to have him go into more detail. We found he would not. Our general conclusion, in the end, was that the dealer was probably flooded with manufacturers' literature, and did not know much, if anything, about ours. He couldn't intelligently use literature about which he knew little. We agreed that possibly our fieldmen could know more about this dealer literature, and we decided to embark on an educational campaign to them.

This point should be kept in mind. A good salesman is not prone to know everything about an advertising campaign simply by instinct. We have found, however, that salesmen will help capitalize advertising when they are sold on it. There are many ways of doing this, and conditions peculiar to various businesses will change the actual methods of putting it over.

## EXPLAINING TO FORCE

Our first step was to write letters to our force, explaining what we were going to do and why we were going to do it. These letters stressed the importance of teaching the dealer how to use our literature correctly, how proper use would help his sales and reduce our waste. Samples were attached. Words were not spared in going into detail. A fieldman is not paid to read long letters, but even he is supposed to know a few things about the house he represents besides its merchandise.

A short time after, we again sent out samples of the literature, with full explanations for its use. We called attention to a forthcoming binder which would become a permanent fixture in the super-

vising branch offices, and would serve as a perpetual index on available literature. The production of this binder was the next step. It consisted of a board cover, die stamped, with loose leaf pages, on which every piece of literature was shown, each piece being described in detail, the identifying number indicated, and its use plainly given. Blank pages were provided at the back of the binder for new pieces. This binder is kept up to date by notifications of pieces becoming obsolete and of new pieces prepared. The fieldman has but to look in the binder on his trips to the branch office to see what changes have been made.

With such a reference book, the fieldman also had at his fingers' ends, a complete selling story so far as the literature went. It resulted in some of them reading the pieces more carefully and noting high spots which could be used in their sales talks. The fieldman got to know the literature pretty well.

A house magazine seemed to be the next logical step. This aimed to talk to our dealers on a common-sense basis, and, among other things, emphasized the necessity of their making the Lupton national advertising profitable by tying up to it in a local way by the use of our printed matter. Scarcely an issue passes without some reference to the subject.

#### MAGAZINE WELL RECEIVED

Enough good comment has reached us to indicate that the magazine is being well received. A dealer will read an interesting house magazine, no matter whose it is, but only some of them will bother with one that is not interesting to them. Write for the dealer, not for the editor.

When we proposed to our fieldmen that they work with the dealers on advertising plans, we ran smack into a snag. This was a pretty big order for them. There was a tremor from this office and that office, but before anything happened that might hurt the plan, our field supervisor, who was well

acquainted with the advertising policy, took to the rails and made advertising one of the planks in his sales talks platform. He became a liaison officer between sales and advertising. The personal touch smoothed the way for a letter sent out shortly after. The letter offered the services of an advertising department in working with dealers in preparing campaigns.

Many of them accepted the invitation and the details, frequently were handled by the fieldman. It was, by this time, getting so he liked this contact and could see the possibilities of the dealer using literature deliberately, intelligently, seriously. Here, indeed, was a real opportunity for the local dealer in a town to tell his customers and his prospects that he handled Lupton steel casements, that he had them in stock and that they cost no more than other types of windows. "Come to my office and see a sample or ask for the complete catalog."

Step by step a very definite plan was working out. Dealers who were best served by fieldmen were actively pushing the line. And that meant that they were using more of our literature.

It can be seen, I believe, that the education of the fieldman was a gradual process. Primarily, the fieldman was out to sell, and at the beginning demurred when anything was proposed that he thought might interfere with sales.

He found, however, that the time he took to help the dealer sell through advertising was time well spent; that instead of cutting into his sales, it increased them. This reaction worked out in several instances, in better degree than some than for others.

When the plan was nearly a year old, at a time when the educational work had progressed to the proper point, we published what we called a Fieldman's Manual. In a word, this collected nearly everything that had gone before, put it between two covers and added material that would have interested the fieldmen in the beginning, but which they were

# No Place Like Home

Advertising has the  
best opportunity to  
accomplish its ob-  
jective when it  
reaches the HOME.

The big HOME  
newspaper of  
Chicago is the  
Evening American.

**CHICAGO EVENING AMERICAN**

A good newspaper

use now. Every effort was made to present this portfolio in a way that would help the fieldman. The chapter headings, as applied to the dealers' problems, were:

1. Your market—
2. How we reach it—
3. Who we are—
4. What we make—
5. Our policy—

Heading these was the line: "To Show You" and at the bottom we told them "How You Profit." In arranging the paragraphs, we put ourselves in our dealers' shoes, and asked ourselves: "What interests the dealer most?" Naturally, his market. Perhaps he knew, probably he didn't. Then we told him how we reached his market. That must be the outstanding angle for the dealer. Under paragraph two, we reproduced covers of the magazines in which we advertised, grouping them according to their purpose—architectural, general, building, etc. We showed specimens of the advertising in each, repeated the direct-mail literature he had seen before, and then went on to show who we are, what we make, and a statement of our dealer policy.

This portfolio, we are convinced, would have had but indifferent success if it had been published any earlier. It is our opinion that it had a natural position in the program, and that it could be offered to the fieldmen only after they had gone over many of the rough spots in their jobs.

Underlying the various steps we took to sell the dealer on intelligent co-operation with our advertising is one outstanding fact—we had first to sell our advertising plan to ourselves—our fieldmen. Too many salesmen know too little about their company's advertising. Too few salesmen know the real reason for advertising, its connection with sales, its potential good in a general way—and its cost, if it is not well done.

We have not yet been confronted with requests from dealers for special literature. There have been requests from live ones for extra help, so to speak, but these

haven't departed enough from the plan to be upsetting.

There is one angle which most manufacturers can follow in selling literature to their dealers, and that is one of those obvious things which most of us forget. That angle is the one important one for the dealer for it concerns his prosperity alone—stresses the localizing of national advertising so far as he is concerned. Manufacturers doing a national business through hundreds of outlets are experiencing more difficulty in tying up their product with the outlets. The consumer, once sold, wants to know where he can buy and he prefers that the outlet be convenient. The constant pattern-pattern of direct mail sells the goods and sells the dealer's name. Once he finds how effectively he can cover his prospects by mail, you will have a real, live connection.

From the manufacturer's point of view, this results in the dealer sending out literature, rather than "shelving" it. Our fieldmen see to it that dealers' stocks are used; any plan we might follow would fail if the dealer did not send out the material.

If you expect to sell your literature to the dealer, sell it first to your own organization. And don't expect all your fieldmen to sell the same way. Some dealers are different from others—your fieldman should know that—and if he doesn't, he will soon learn.

### New York State Dailies Advertising Departmental to Meet

The advertising departmental of the New York State Dailies will hold its semi-annual meeting at the Hotel Syracuse, Syracuse, N. Y., on February 3 and 4. Among those who will take part in the program are: Z. L. Potter, of Syracuse; H. M. Newman, publisher of *Fourth Estate*, and Thomas W. Moore, associate director of the Bureau of Advertising of the American Newspaper Publishers Association. L. S. Chubbuck is president of the advertising departmental.

### Appoints Benjamin & Kentnor

The Dover, Ohio, *Reporter* has appointed the Benjamin & Kentnor Company, publishers' representative, as its national advertising representative, effective February 18.

Advertis  
GEO. A  
250 Pari  
914 Peop



# In Food and Finances Building Materials Furniture and Household Newspapers and Magazines and other Classifications *Herald-Traveler is First*

IN FACT, every classification, both class and mass, contributes its share to the imposing total of 12,003,970 lines of display advertising carried by the Herald—a larger total than that carried by any other Boston newspaper during 1926.

It is probable that this diversification of lineage is attributable to the fact that this newspaper alone covers one group—and that the more important—of Boston's market. Not a group separated from the other by mass or class but rather by environment, reading habits, and beliefs.

## BOSTON HERALD-TRAVELER

Advertising Representative:  
GEO. A. McDEVITT CO.  
250 Park Avenue, New York  
914 Peoples Gas Bldg., Chicago



For six years the Herald-Traveler has been the first among Boston daily newspapers in national advertising, including all financial advertising.

# THE MAGAZINE REACHES INTO STREET HOME

The readers of The HOUSEHOLD MAGAZINE constitute the largest group of like-minded buyers in America. With a circulation is unknown here—the product with a Main Street appeal finds a prospective purchaser in every Household subscriber.

The value of such solidly unified circulation is apparent to the national advertiser. Here is a vast market, thoroughly organized for advertising penetration—the leading publication in its field.

CHICAGO:

608 South Dearborn Street, West For

# The HOUSEHOLD

"THE MAGAZINE OF

Arthur Capper, Publisher

D. M. T.

# OF MAIN STREET TO 650,000 MAIN EVERY MONTH

HOUSEHOLD selling market marching hand in  
gested with a powerful selling medium—  
ca. With Street and the Magazine of Main  
the paper are inseparable factors in the well  
al financed national campaign.

1927, as never before, will dollar re-  
be demanded of advertising. The  
endous increase of advertising in  
HOUSEHOLD MAGAZINE re-  
the direction in which advertisers  
for such results.

NEW YORK:

Street, West Forty-Second Street

SAN FRANCISCO:

201 Sharon Building

# HOUSEHOLD MAGAZINE

OF MAIN STREET"

D. M. Noyes, Advertising Manager

**Naturally it  
is hard for many  
people *outside*  
Detroit to realize  
that in five  
years the Detroit  
Times has attained  
to practically *equal*  
division of the  
evening field and  
has far outrun  
an old-established  
Sunday newspaper  
in circulation.**

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# A City Is Advertised to Its Citizens

Portland, Oreg., Business Men Join in \$10,000 Campaign of Community Advertising to Reach Citizens

THE usual practice in community advertising is to "tell the world" about the resources and advantages of the community, that the far-flung messages may attract either the tourist or the investor from distant places.

Portland, Oreg., has neglected this accepted method of promoting civic growth, but its business interests have introduced a new slant on community exploitation.

Believing that a city's growth and development should first come from within, the business interests of Portland recently launched a three months' advertising campaign in a Portland daily newspaper, aimed to sell Portland to itself. They backed their idea with an appropriation of \$10,000, which provided for a survey of the territory, and running fifteen full-page advertisements. At the completion of the campaign the advertisements were compiled in book form, for general distribution throughout the country, and thus the project served a double purpose with little additional expense.

With facts and figures, graphically illustrated, the advertisements told the story of Portland and visioned its future. Even the most indifferent native should be startled out of lethargy by this announcement in the opening advertisement:

value of building permits—88 per cent gain in domestic commerce tonnage—86 per cent gain in foreign commerce tonnage—27 per cent gain in bank clearings—51 per cent gain in gas subscribers—40 per cent gain in electric light and power users—and an increase in population from 258,288 in 1920 to 347,781 in 1926—Portland is rightfully

Prosper With This Great Seaport

## PORTLAND

Central Market of the Northwest

Reaching more people in less time and at less cost, than any other city in this section of the world—PORTLAND is the SHIPPING and JOBBING center of the Pacific Northwest. Portland is making commercial history!

PORTLAND is THE ONLY  
STEAMSHIP LINE, serving  
port of call of the Pacific  
coast of the United States  
and the world.

Portland has the largest  
fleet of steamships in the  
Pacific Northwest.

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Portland is the greatest road center  
in the world. It is the only city in the  
Pacific Northwest that is a world center  
for shipping.

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for shipping.

ONE OF THE ADVERTISEMENTS FEATURING THE SHIPPING AND JOBBING ADVANTAGES OF PORTLAND

named the "Young Giant of the Pacific." A giant in stature, in wealth, in industry and in building. In two years Portland has built 7,200 homes!

Portland leads the Pacific Coast in manufacturing of flour, wool, textiles, locomotives, packing house products, pulp and paper, furniture and stoves.

Portland is the leading jobbing center of the Northwest—reaching more people in less time at less cost than any other city in the Pacific Northwest. Portland is the great central market and seaport of the Pacific Northwest.

The keynote of all the advertisements is found in this para-

Gigantic gains with 71 per cent gain in postal receipts—70 per cent gain in building permits—290 per cent gain in

graph: "Each step leads toward a bigger, better Portland—and a greater Oregon. Let us think, talk, boost and invest!"

All the advertisements carry these footnotes: "This series of Vital Messages Sponsored by the Progressive Business Interests of the State," "A United Front, One for All, and All for One." Also, "Mail this page to your friends outside the State. Let them know the wonderful story of Portland and Oregon."

#### WIDE INTEREST IN ADVERTISEMENTS

"The response to the campaign has been very gratifying," said E. F. Woodman, who made the survey and prepared the copy. "In walking about the city I found that many business firms cut the advertisements out of their newspapers and pasted them in their windows. On the days in which the advertising was run, the editions of the newspaper were completely exhausted, despite the fact that provision was made for supplying additional copies to be sent out by individuals.

"The financial support of the business men was also noteworthy. I recall particularly one individual, traditionally indifferent toward group promotional efforts in civic projects, who voluntarily contributed \$750 toward the fund, and wrote very enthusiastically to a newspaper about the campaign.

"As a result of the campaign the public utility interests of the State have leagued themselves together to carry on the work in their particular field—to create greater interest in the power resources of the State."

The first advertisements of the campaign were devoted to giving a broad outline of the development and possibilities of the city and State. Then the copy was made specific by treating of each industry, such as the shipping of Portland, jobbing activities, canning, fishing, lumbering, power resources, etc.

The project was financed by contributions made as the spirit moved, without any attempt to establish quotas for the individual firms.

## Concealed Beds to Be Advertised to Home Owners

Newspaper space will be used in certain sections of the country by the Concealed Bed Corporation, Chicago, distributor for the Marshall & Stearns Company and the Holmes Disappearing Bed Company, to reach home owners and builders. This is in addition to the usual campaign conducted in building trade journals and represents an effort to acquaint the public with the advantages of using concealed beds in private homes as well as in hotels and apartments.

Freeze and Vogel, Inc., Milwaukee advertising agency, has been appointed to direct the advertising account of this company.

## R. W. Knox Becomes Associated with J. D. Bates

Ralph Wingate Knox has become associated with Joseph D. Bates in the J. D. Bates Advertising Agency, Springfield, Mass. Mr. Knox had been assistant general sales manager and advertising manager of the Loose-Wiles Biscuit Company, later joining The American Chicle Company, New York, in a similar capacity. In 1919 he took charge of sales distribution and advertising publicity for the Hudson Motor Car Company, Detroit. Mr. Knox also was for four years with George Batten Company, Inc.

## A. Heath Onthank Becomes Associated with Phelps Agency

A. Heath Onthank has resigned as chief of the Domestic Commerce Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce, to join George Harrison Phelps, Inc., Detroit advertising agency. He has been chief of the Domestic Commerce Division for two years and a half. Mr. Onthank joins the Phelps agency, as director of research and marketing.

## T. P. Archer Heads Ternstedt Manufacturing Company

Thomas P. Archer has been named president and general manager of the Ternstedt Manufacturing Company, a subsidiary of the Fisher Body Corporation, Detroit. He has been vice-president and succeeds Paul W. Seiler, whose appointment as president of the Yellow Truck & Coach Manufacturing Company, was previously reported. Mr. Archer has been with the Ternstedt company for seven years.

## Nestle's Food Account to Ruthrauff & Ryan

The Nestle's Food Company, Inc., New York, has appointed Ruthrauff & Ryan, Inc., New York advertising agency, to direct its advertising account.

Advertisers

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# "Another Leaf to its Laurel Crown"

UNDER the caption "Fine Public Service," the *Nassau County Times* thus editorially commends one of the latest achievements of THE WORLD:

"THE NEW YORK WORLD has added another leaf to its laurel crown of public service by its crusade against the pornographic magazines which have been sending their evil smelling 'art' through the communities of the country.

"These publications, crammed with nastiness, are held by church and other competent authorities to be responsible for much of the offenses against the moral code which have been crowded into our vision in recent years.

"Through the splendid efforts of THE NEW YORK WORLD, the circulation of many of these publications has been restricted, and several of them have been driven from the newsstands of New York City. THE WORLD has performed many notable public services in its great career as a newspaper. In driving these purveyors of filth into their holes it has again placed the clean-minded people of New York under deep obligation to it."

Advertisers inevitably share in the confidence created by a newspaper of influence and authority in its community.

**The World**  
NEW YORK

Pulitzer Building  
New York

Tribune Tower  
Chicago



## Radio Bill Adopted by Congress Conferees

Washington Bureau  
of PRINTERS' INK

THERE now appears to be a fair chance for the enactment of radio legislation before Congress adjourns. A compromise radio regulation bill that differs rather radically from measures introduced in the House and Senate at the last session, was adopted by the conferees of both houses last week. The Bill has since been passed by the House and it is expected that the Senate will take prompt action.

The bill creates a radio commission to be known as the Federal Radio Commission, to be composed of five members appointed by the President by and with the advice and consent of the Senate. It provides a limit of three years for licenses, divides the country into five zones, bars aliens as officers, directors or owners of operative stations, and embodies numerous safeguards against monopolies.

During the first year after its passage, the bill apparently gives the Federal Radio Commission all-inclusive power to classify radio stations, prescribe the nature of the service to be rendered by each class, assign wave-lengths, determine the location of classes of stations or individual stations, regulate the kind of apparatus to be used, make such regulations not inconsistent with law as may be deemed necessary, and so on. But after the specified lapse of time, considerable authority is transferred, and section five of the act, which accomplishes this, reads in part as follows:

From and after one year after the first meeting of the Commission created by this act, all the powers and authority vested in the Commission under the terms of this act, except as to the revocation of licenses, shall be vested in and exercised by the Secretary of Commerce; except that thereafter the Commission shall have power and jurisdiction to act upon and determine any and all matters brought before it under the terms of this section.

Most of the forty sections of the bill deal with technical matters peculiar to radio but section nineteen provides that all paid matter be identified, and section twenty-nine denies the licensing authority the power of censorship. It appears that these are the only two sections of the bill which have anything to do with radio broadcast advertising.

Section nineteen requires that all matter broadcast by any radio station for which service, money or any other valuable consideration is directly or indirectly paid or promised to or charged or accepted by, the station so broadcasting, from any person, firm, company, or corporation, shall, at the time the same is so broadcast be announced as paid for or furnished, as the case may be, by such person, firm, company or corporation. And section twenty-nine reads as follows:

"Nothing in this act shall be understood or construed to give the licensing authority the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the licensing authority which shall interfere with the right of free speech by means of radio communications. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication."

### Liggett & Myers Earnings Establish Record

The Liggett & Myers Tobacco Company, New York, Chesterfield, Fatima and Piedmont cigarettes, reports that net earnings for 1926, after charges, totaled \$17,636,940, an increase of 12 per cent over earnings in 1925, which amounted to \$15,289,652. Earnings in 1926, as in the two preceding years, established a new record.

### "Atlantic Monthly" Appoints Wallis Howe, Jr.

Wallis Howe, Jr., has been appointed Eastern manager of *The Atlantic Monthly*, with headquarters at New York. He has been with *The Atlantic Publications* since 1923, working previously on *House Beautiful* and *The Living Age*.



# The National Side of the Story

National advertisers in the New Orleans market used more than three million lines of space in The Times-Picayune in 1926—a figure interestingly near the combined national lineage of ALL the other New Orleans newspapers.

Here is the New Orleans national lineage record for the year—

The Times-Picayune . . . . .	3,202,310
The Item . . . . .	1,513,145
The States . . . . .	1,104,752
The Tribune . . . . .	1,022,445

Of 870 national advertisers in New Orleans newspapers in 1926, 466 used The Times-Picayune alone and 630 used more space in The Times-Picayune than in any other local newspaper.

The Times-Picayune's gain in national advertising over 1925's record was 429,535 lines—more than combined gains of all the others.

\* \* \* \* \*

It looks as if national advertisers and their representatives, the agencies, have the New Orleans situation pretty well in hand.

## The Times-Picayune

IN NEW ORLEANS

Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenburg and Noe, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

# Almost a Million Ga

A million is always an imposing figure—whether you speak of dollars or of agate lines.

So it's worth repeating once more. The advertising lineage of the Sun papers—Morning, Evening and Sunday—went up nearly a million lines in 1926.

During the past year advertisers in the Sunpapers used 35,694,751 lines to tell their stories in the homes of Baltimore.

In those cold figures you can read a more convincing argument for the selling power of space in the Sun

# ongained!

papers than we can put in words. The ever-climbing annual total of advertising lineage in the Sunpapers could be used as the text for a dozen pages in "Printers' Ink"—but we'll let the figures shout their own message.

---

Average Net Paid Circulation for Month  
of December, 1926

**Daily (M & E) 250,680**  
**Sunday - - - 193,969**

**Gain of 9,144 Daily and 6,900 Sunday  
Over December, 1925**

---

*Everything in Baltimore Revolves Around*

**THE**  **SUN**

**MORNING**

**EVENING**

**SUNDAY**

JOHN B. WOODWARD  
Every Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
360 N. Michigan Ave.  
Chicago

C. GEORGE KROGNESS, First National Bank Bldg., San Francisco

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**BALTIMOREANS DON'T SAY "NEWSPAPER"**  
**—THEY SAY "SUNPAPER"**

# The Monthly DAIRY FARMER

*will maintain its  
Standard of Circulation*

WHEN we announced that beginning with the March issue, The Dairy Farmer will become a monthly publication, such important refinements as magazine paper stock, colored covers, and a standard of mechanical excellence unsurpassed in farm paper publishing, were predicted by advertising men.

While this marked step of progress will automatically increase our circulation to a slight degree, no effort is being made to build a mass circulation on the strength of the new monthly.

On the other hand, we shall continue to select our subscribers from among the dairy communities of the country as we have done in the past. We recognize the fact that the industry is confined to no one state, but prospers in certain communities throughout the land. Therefore, the monthly Dairy Farmer has chosen its readers from among the most prosperous dairying sections—It is truly a national dairy farm publication.

## THE Dairy Farmer

*"The National Dairy Farm Magazine"*

Advertising Offices: Des Moines, New York, Chicago  
St. Louis, Kansas City, Minneapolis, San Francisco

# How the Patent Office Classifies Merchandise

The Importance of Classification of Merchandise in Establishing Trade-Mark Ownership

*Washington Bureau  
of PRINTERS' INK*

IN a recent letter to PRINTERS' INK a manufacturer of baking powder inquires as to his legal rights in attempting to prevent the adoption of his trade-mark by a flour manufacturer. The inquiry brings up a subject that is vastly more important than it is generally supposed to be by a great many who adopt trade-marks. The subject is closely related to the classification of merchandise, provided by law, which is used by the Patent Office in determining the descriptive properties of goods, and if the various classifications were more widely known and observed the service of registration would be greatly facilitated.

The baking powder manufacturer's letterhead carries a reproduction of his trade-mark which shows that his mark is registered. In referring to the classifications of merchandise by the Patent Office, we find that one of the most important classes is "Foods and Ingredients of Foods." It would appear, on first thought, since baking powder and flour are ingredients of food, that they should be placed in this class; but the Patent Office does not include them in the same group. Flour is considered as an ingredient of food; but baking powder is placed in the class with "Chemicals, medicines and pharmaceutical preparations." Therefore, it would not be a simple matter for the owner of the registration of the mark to prevent the adoption of the mark by a flour manufacturer.

If goods are in different classes it is safe to say that the Patent Office will consider them as dissimilar and with no conflicting descriptive properties. But since the classification of merchandise comprises only forty-nine classes, it must necessarily follow that many goods, while placed in the same

class, nevertheless are of different descriptive properties. For example, a rat poison and a face cream would both be placed in the class of "Chemicals, medicines and pharmaceutical preparations"; but they are obviously very far apart in descriptive properties, and it is likely that the Patent Office would have no objection to registering identical marks for both products.

Hence, although some goods in the same class may bear identical registered marks, because the goods are dissimilar and registration is allowed on the question of descriptive properties, it should be remembered that all goods of similar properties are placed in the same class. Judgment as to the descriptive properties, however, is not always according to the popular viewpoint. For instance, table salt is placed in the class with chemicals, while pepper is classified as a food.

To emphasize the importance attached to the classification of merchandise, which these facts indicate, it may be well to mention that all of the cases reported by the Patent Office in which trade-mark registration is involved, for the month of December, 1926, were decided on the basis of descriptive properties as established by the classification. In the first case, the office decided that a mark featuring the word "Zeppelin" for sausage was not entitled to registration because of the prior use of the trade-mark for breakfast bacon with the word "Airship" thereon. The grounds of the decision were that the goods are in the same class, are of the same descriptive properties, and that the marks are so similar that their use would lead to confusion in trade.

The next case involved the use of similar marks on the same goods, as did the third case, there being no question as to the products being in the same classifica-

tion. But in the fourth case, the Patent Office held that the term "Sapoline" as a trade-mark for paints, enamels, varnishes, wood stains and furniture polish, does not furnish a ground for cancelling the registration of a mark containing the word "Samoline" for cleaning material for wood, metal and other objects, since the goods are not of the same descriptive properties.

In support of this last decision it is interesting to note that one classification of the goods involved includes "Abrasive, detergent, and polishing materials," while the other includes "Paints and painters' materials." Therefore, according to the classification of merchandise by the Patent Office, there was no probability that the marks, even though they were similar, would cause deception or confusion in trade. The entire official classification of merchandise by the Patent Office is as follows:

1. Raw or partly prepared materials.
2. Receptacles.
3. Baggage, horse equipment, portfolios, and pocketbooks.
4. Abrasive, detergent, and polishing materials.
5. Adhesives.
6. Chemicals, medicines, and pharmaceutical preparations.
7. Cordage.
8. Smokers' articles, not including tobacco products.
9. Explosives, firearms, equipment, and projectiles.
10. Fertilizers.
11. Inks and inking materials.
12. Construction materials.
13. Hardware and plumbing and steam-fitting supplies.
14. Metals and metal castings and forgings.
15. Oils and greases.
16. Paints and painters' materials.
17. Tobacco products.
19. Vehicles, not including engines.
20. Linoleum and oiled cloth.
21. Electrical apparatus, machines, and supplies.
22. Games, toys and sporting goods.
23. Cutlery, machinery, and tools, and parts thereof.
24. Laundry appliances and machines.
25. Locks and safes.
26. Measuring and scientific appliances.
27. Horological instruments.
28. Jewelry and precious-metal ware.
29. Brooms, brushes, and dusters.
30. Crockery, earthenware and porcelain.
31. Filters and refrigerators.
32. Furniture and upholstery.
33. Glassware.

34. Heating, lighting, and ventilating apparatus, not including electrical apparatus.
35. Belting, hose, machinery, packing and non-metallic tires.
36. Musical instruments and supplies.
37. Paper and stationery.
38. Prints and publications.
39. Clothing.
40. Fancy goods, furnishings, and notions.
41. Canes, parasols and umbrellas.
42. Knitted, netted, and textile fabrics.
43. Thread and yarn.
44. Dental, medical, and surgical appliances.
45. Beverages, non-alcoholic.
46. Foods and ingredients of foods.
47. Wines.
48. Malt beverages, extracts, and liquors.
49. Distilled alcoholic liquors.
50. Merchandise not otherwise classified.

It will be noted that number eighteen is missing from the list. This classification was abolished in 1909. It also should be explained that several of the classifications which include wide varieties of products, such as numbers thirty-nine and forty-six, are unofficially split up into sub-divisions by the Patent Office for simplifying records and for search purposes.

It is not contended by the Patent Office that this list of classifications is entirely logical and correct, but merely that it is the most convenient solution of a problem consisting of numberless elements. Problems frequently arise over the proper classification of products, and they are solved according to the precedents established by practice and court decisions. For instance, not long ago an applicant for a trade-mark on crude oil insisted that his product should be placed in class one, since it is a raw product. However, the Patent Office decided that it was entirely justified in placing the product in class fifteen—"Oils and greases."

Another interesting phase of classifying by the Patent Office is the occasional modification of the classification, by taking a product out of one class and placing it in another, to conform to a court decision. A typical case of this kind resulted in the placing of furniture polish in class sixteen instead of in class four. A decision of the Patent Office which was based on considering furniture polish as be-

## Do You Want to Reach Substantial Folks

# ?

"I have one  
thousand *hard-*  
*earned* dollars  
to invest. Is

---

C o m p a n y  
reliable?"

[ "*What I Think of Religion*" gives Irvin S. ]  
[ *Cobb's views on this subject—in the March issue.* ]

# Success Magazine

GRAYBAR BUILDING, NEW YORK CITY

longing in the class of "Abrasive, detergent, and polishing materials," was carried to the court which decided that the polish properly belonged in the class of "Paints and painters' materials."

However, the records of the Patent Office show that it is exceedingly hazardous and expensive for anyone to adopt a trade-mark in the expectation that he can have his product taken out of an established classification. While the matter of classifying is left with the Commissioner of Patents, it is authorized by the Act of May 4, 1906, which amends the existing trade-mark laws, and the classification of merchandise by the Patent Office may be said to be, at the present time, fairly well fixed. Section 2 of the Act, which gives the necessary authority to the Commissioner, reads in part as follows:

"That the Commissioner of Patents shall establish classes of merchandise for the purpose of trade-mark registration, and shall determine the particular descriptions of goods comprised in each class."

#### P. H. Nystrom Leaves Merchandising Corporation

Paul H. Nystrom has resigned as director of the Associated Merchandising Corporation, New York. He will devote his entire time to teaching at Columbia University. Mr. Nystrom has been a director of the Retail Research Association, New York, and at one time was director of trade research for the United States Rubber Company.

#### Knox Hat Company Buys Interest in Long Hat Store Chain

The Knox Hat Company, New York, has bought an interest in the Long Hat Stores, operator of a chain of forty-seven retail stores in New York, Philadelphia and other Eastern cities. The opening of a considerable number of new stores is contemplated. There will be no change in the management of the Long chain.

#### H. P. Wolfe, President, Columbus "Dispatch"

Harry P. Wolfe has been elected president of the Dispatch Printing Company, publisher of the Columbus, Ohio, *Dispatch* and *Ohio State Journal*. He succeeds his brother, the late Robert F. Wolfe. The latter's son, Edgar T. Wolfe, is now vice-president.

#### Co-operative Evaporated Milk Campaign Planned

At the annual meeting of the Evaporated Milk Association at Atlantic City, approval was given to a \$500,000 campaign which will emphasize the purity, nutritive qualities, uses and particular advantages of evaporated milk.

Harry C. Carr, vice-president of Libby, McNeill & Libby, Chicago, was re-elected president of the association.

Elbridge H. Stuart, vice-president of the Carnation Milk Products Company, Oconomowoc, Wis., was elected vice-president, Eric G. Amnell, president of the Oatman Condensed Milk Company, Dundee, Ill., re-elected treasurer, and Herbert C. Hooks, of Chicago, re-elected secretary.

#### Advanced by Electric Refrigeration Corporation

H. W. Burritt, for the last year president and general manager of the Leonard Refrigerator Company, Grand Rapids, Mich., has been made assistant to the president of the Electric Refrigeration Corporation and also executive vice-president of its subsidiary, Kelvinator, Inc., Detroit.

For five years he was with the Ford Motor Company and later went with the Gray Motor Company, Detroit. In 1926 he joined the Electric Refrigeration Company, as general manager of the Grand Rapids Refrigerator Company, now the Leonard Refrigerator Company.

#### O. L. Harrison Made Delco-Remy Sales Manager

O. L. Harrison, formerly general manager of the Dayton Engineering Laboratories Company, Dayton, Ohio, has been appointed general sales manager of the Delco-Remy Corporation, a subsidiary of the General Motors Corporation. He succeeds George Stone, who has taken a year's leave of absence.

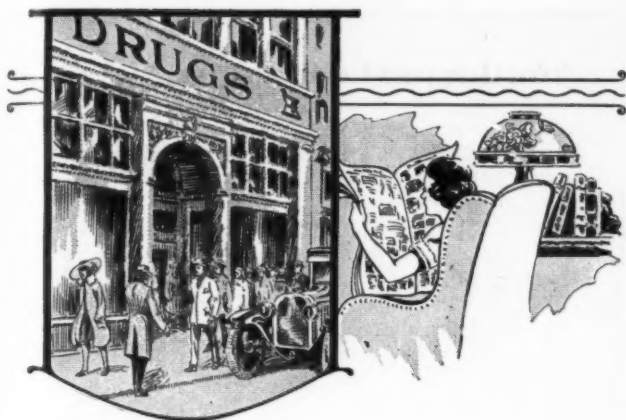
#### Wallpaper Account with Bloomingdale-Weiler

Asam Brothers, Philadelphia and Baltimore, manufacturers of wallpaper, have placed their advertising account with the Bloomingdale-Weiler Advertising Agency, Philadelphia. Campaign plans call for 100-line newspaper copy to be used twice a week.

#### Death of J. T. Duryea

Dr. Jesse F. Duryea, president of the Pierce, Butler & Pierce Manufacturing Corporation, New York, house heating apparatus, died on January 30 at Albuquerque, N. Mex. For three years, he was chief executive of the Wolff Manufacturing Company until that concern was made a unit of the Pierce organization. He was sixty-one years old.





## A Drug Store!

**N**OT part of a chain—independent in operation, "Independent" in name.

And in maintaining its independence the one store finds great profit in using **two pages—every week—in one newspaper.**

This results from experience and knowledge of purchasing power in and about Jacksonville, for, since the opening of the Independent Drug Store in 1920, it has advertised regularly, increasingly, with constantly decreasing percentage of advertising cost, and has placed practically its entire appropriation in

**The Florida Times-Union**  
JACKSONVILLE, FLA.

Feb. 3, 1927

**THE HOLDEN COMPANY INC.**

GENERAL AGENTS

LINOSAT BRDGS. CO.	INDIANAPOLIS, INDIAN.
LINOSAT BRDGS. INC.	NEW HAVEN, CT.
LIQUID CERAM FLOW CO.	APPROX. IL.
LITTONS PLATE CO. SUPPLY	ST. LOUIS, MO.
FLORIDA AERIAL SUPPLY CO.	STACONVILLE, FLA.
M. C. SHAW CO.	JACKSON, CALIF.
METCHUM FARM EQUIP. CO.	MADISON, WIS.
M. F. TERRY CO.	INDIANAPOLIS, IND.
M. H. SIMON	CHICAGO, ILL.
M. E. RICE	ATLANTA, GA.
CHAS. T. FRIED	WESTFIELD, N. Y.
MICHIGAN LIMESTONE & CHEMICAL CO.	

MANUFACTURERS OF



PEORIA, ILLINOIS

October 27, 1926.

Mr. W. G. Rambeau, Adv. Dept.,  
Curtis Publishing Co.,  
Chicago, Ill.

Dear Mr. Rambeau:

We are very pleased to inform you that our cost, per inquiry, for the first half of 1926, on The Country Gentleman was \$1.96, compared to an average cost of \$2.61.

Ever since we have used the Country Gentleman, our increased space, from time to time, has been indicative of the results obtained. It has always ranked first on our list of national publications, and leads most sectionals.

The Country Gentleman, more than any other paper, pulls inquiries and sales from bankers and such class of men, who live and do business in the City but also own farms. Its record for this sort of sales and inquiries is very gratifying.

Yours very truly,

THE HOLDING CO. INC.

By

WJH:LN

# Always First On Our List



## Country Gentleman

*More than 1,350,000 a month*

THE CURTIS PUBLISHING COMPANY  
DEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA



**Cash!**

**TWICE A MONTH**  
**for Minnesota Farmers**

Dairying is practiced by nine out of ten Minnesota farmers. Their cream checks come as regularly as the salary checks of industrial executives.

This regular income is secured by many farmers in the Dakotas as well as Minnesota. Fifty-one and two-tenths per cent of the population in the Northwest lives on the farm. Dealers know beforehand that turnover will be regular and plan for months ahead. Dairy herds have balanced the dealers' sales.

Build your distribution in the territory that has insured agricultural conditions by sound farming practices.

The only weekly farm paper in the dominantly agricultural Northwest is



**THE FARMER**

Webb Publishing Co., Saint Paul, Minnesota

**The Northwest's Only Weekly Farm Paper**

Standard Farm Papers, Inc.,  
307 No. Michigan Ave.,  
Chicago, Ill.



Wallace C. Richardson, Inc.,  
250 Park Avenue,  
New York

**A Northwestern Institution Since 1882**

Member Standard Farm Paper Unit

# The Battle of the Giants

Automobile Industry in Century's Most Spectacular Clash for Business as Stabilization Point Approaches

By G. A. Nichols

WITH the opening of the 1927 motor car selling season, officially heralded by the New York and Chicago Automobile Shows, the industry may be said to be approaching the absolute crisis of its career.

The fight for business has been stripped down to its bare essentials. Manufacturing has advanced so far that every well-known car now on the market, with the possible exception of one or two, is a thoroughly good car. There will be further improvement and refinements, as a matter of course. But there is so little difference in the relative merits of cars in the same general class that from now on there will be little to do beside sell—or try to sell.

The word "fight" is used here advisedly, as no other will describe quite so well the contest rival manufacturers will wage from now on. There no longer is a thrill in buying an automobile. Advertising has educated people to a point where they have confidence in any reputable maker. They no longer go to a dealer, as once was the case, and ask him to sell them something. The process now is reversed. Automobile selling, once so easy that almost any order taker could accomplish it, now has become hard.

All of this means that 1927 will witness a vast investment in automobile advertising. It is almost idle here to estimate the imposing number of millions that will be laid out. The General Motors Corporation with more than twenty million (including eleven million for Chevrolet alone); with Studebaker, Willys-Overland, Packard, Nash and some of the others expending amounts well up into the millions; with Ford coming along with an appropriation that is expected to match up well with Chevrolet's—well, let us quit specu-

lating. It is sufficient to say that the automobile manufacturers are going to spend a lot of money for advertising this year.

They are going to make bold smashes for advantageous positions. They well realize that upon what they do this year and next in the way of sharpening up and improving their selling, will depend whether they are in the automobile business at all a couple of years from now. The enlarged advertising outlays are a part of their programs to this end.

At a recent meeting of Willys-Overland distributors at Toledo this slogan appeared on a huge banner that extended all the way across one of the walls of the assembly room:

"Merchandising Methods Are More Important Than the Merchandise."

Eminently correct.

As this battle of the giants opens, with a casualty list inevitable, it is well that the general business interests of the country consider a few fundamental facts regarding it. Nearly 3,000,000 people are directly dependent upon the manufacturing and selling of motor cars for their living. Probably more than that number derive a good portion of their substance from the automobile, through making and selling commodities having to do with its production and maintenance. Thus, what the automobile people do concerns the country as a whole even more than it does them.

## WHAT IS REAL SITUATION?

What, then, is the real situation, looked at from a cold-blooded standpoint and with all sentiment left out?

The automobile has just about reached its peak so far as yearly selling volume is concerned. Forthcoming years are going to witness

the manufacture and distribution of automobiles in just about the quantity that were sold during 1926—less than that, if anything. In round numbers the aggregate sales expectations of manufacturers during 1926 were 5,000,000 automobiles. The actual sales were approximately four and one-half million.

Manufacturers are pretty generally agreed that the total 1926 record will not be exceeded during 1927—perhaps never again.

#### SATURATION NOT YET HERE

Does this mean that the long-dreaded and much-discounted saturation point has arrived?

It does not. It means that the automobile business is at last about to become stabilized; that the pyrotechnics have been removed from it; that the automobile is about to take its place as a regular everyday staple article of merchandise much the same as soap, nails or sugar—that there will be a steady and profitable demand for it with less guesswork and speculation as to its future.

In other words, the automobile has found itself. And this, come to think of it, is quite an achievement when it is remembered that this industry is yet so young as to have its original promoters still in active charge of it.

In the December issue of *PRINTERS' INK MONTHLY*, John N. Willys waxes enthusiastic over the future of the automobile—apparently with particular reference to the small car such as his Whippet, General Motors' Pontiac and other junior cars made by leading producers. He said the future development of the automobile would be such as to make its past growth seem insignificant. Mr. Willys could hardly have meant that the present output would be doubled or tripled in years to come. He referred, of course, to replacements with smaller cars as the present "jobs" now in use should wear out and be discarded. And he had in mind, also, the probability of makers of the newer small cars, with their modern refinements, being able to cut in on Chevrolet and Ford—stable and

settled articles of merchandise, with a clean-cut market more or less their own. This would be new business for Mr. Willys, Mr. Nash and the others, but old business in respect to the actual opening up of markets—the exact opposite of creating buying consciousness in favor of the automobile in altogether virgin fields.

A statement such as the one made by Mr. Willys in his interview can easily be construed into something that he did not mean and thus the public would get a wrong impression as to the actual outlook in the industry.

A few years ago one of the country's largest automobile manufacturing units started an exhaustive survey with the object of ascertaining when the point of stabilization, just mentioned, should arrive and approximately how many automobiles of all makes would be needed to satisfy the demand at that time.

This automobile company's investigation has extended over a period of about five years. It considered the growth and changes in population—the deaths, the births, the arrival of immigrants—so as to reach a grand average of prospective automobile buyers year by year. It took note also of the salary and wage curve for the period, as indicating settled buying capacity. Against these figures it averaged the 18,000,000 or so automobiles already in use in the country. How long would these be kept by their original owners on the average? And, when sold as used cars, how long would it be before they reached the junk-heap?

Out of all this terrifying mass of figures, the company's experts made a series of mathematical calculations which now enable them to state what is the settled yearly number of automobiles that American manufacturers may expect to sell in the future.

The number is fixed at 4,000,000 cars of all makes.

And 1928 is indicated as being the first year wherein the new average shall take effect.

The probabilities are that the gross sales for 1927 will be some-

# First in NATIONAL ADVERTISING in the FIRST MARKET

The New York Times leads all New York newspapers in national advertising. In volume of national advertising on week days in 1926 The Times led all morning newspapers.

	DAILY Agate lines	SUNDAY Agate lines	TOTAL Agate lines
<b>THE NEW YORK TIMES..</b>	<b>3,554,271</b>	<b>3,399,096</b>	<b>6,953,367</b>
Second New York morning newspaper.....	3,407,410	2,245,034	5,652,444
Excess of The Times.....	146,861	1,154,062	1,300,923

*The Times in 1926 gained 671,363 lines over its record of 1925*

The week-day circulation of The New York Times in the New York metropolitan area is greater than the total circulation of any other New York morning newspaper of standard size. Of a total net paid sale of 370,000 copies week days, 310,000 are sold in the New York market area.

The circulation of The New York Times is now at the highest point in its history—net paid sales week days 370,000 plus, Sundays 650,000 plus.

The Times is the newspaper advertising leader in New York in

volume—29,788,828 lines in 1926. Its careful censorship excludes the false and misleading. Advertising in The Times is of the highest character. The Times typographical standards make this unequalled volume most attractive in appearance. National advertisers appreciate the value of these standards. Quantity—character—beauty—these attributes sum up The Times' advertising columns, which come to the attention of the largest number of intelligent, substantial readers ever assembled by any newspaper.

## The New York Times

what under the four and one-half million sold in 1926, with a further drop to approximately 4,000,000 next year.

With the yearly demand thus stabilized at about the figure mentioned (and there is fairly general agreement that this limit is not far from correct), where are automobile manufacturers going to get the business they will need for their continued growth? They will have to take it from each other. This will mean more and more centralization of the industry into larger units. There has been a great deal of such drawing together in accordance with economic principles during the last few years, as everybody knows. More will come.

In the effort to persuade present car owners to decide in favor of other makes when they are in the market again, the larger units are spreading out so as to cover the field more thoroughly and have every possible advantage. Makers of large cars are bringing out the smaller ones which in a measure shall compete with their present production. They want to make every possible unit of sale that they can, and so they apply the department store idea to their production program. They want to be in position to sell over a much wider range.

Cadillac, for example, is bringing out a new eight-cylinder car which probably will be announced in March. It will sell for around \$2,400. General Motors needed a high-class car to fill in the gap between Buick and Cadillac. In the small car market General Motors is successfully using the Pontiac to cater to the portion of the popular-price trade that apparently cannot be sold on Chevrolet. With the new Cadillac car—which will not be called Cadillac, by the way—General Motors now has a range of merchandise that will enable it to reach practically every element of trade above the Ford class and below the very expensive cars.

Similar considerations induced Charles Nash to bring out his Ambassador and Cavalier, which

were exhibited to the public for the first time at the New York show. Studebaker comes along with the Erskine Six. The new Falcon-Knight car has been developed to meet the requirements of those who want a Knight engine and still do not wish to pay the price of a Willys-Knight.

Another effect of the selling race in this narrowed market, will be a rather spectacular contest as regards style, body lines and color. On account of its relationship with the du Ponts and the great advances made in the manufacture of Duco, General Motors can set the pace in this matter of color if it wants to. Duco was once exclusively blue in various shades. Now a car can be finished in Duco with almost any color the purchaser wants—even pink. It is probable that there will be seen interesting developments in color competition during the next year or two. If the public places so much importance upon appearance, if it wants automobiles all dolled up, then General Motors will fill the demand. Other manufacturers naturally will not be far behind.

#### SOMETHING ELSE TO BE SOLD BESIDES PERFORMANCE

If some of the big companies are right in their view that the battle must be won or lost largely on the basis of beauty of lines and color—granting, of course, that the cars will continue to be high class in other respects—an entirely new kind of selling will be called for. Automobile salesmen up to now have been trained to talk performance. Now they must learn to talk style in an understandable way. They will have to appreciate colors and a lot of other things. This may seem to be a comparatively minor point but it is something that is giving motor car sales managers something serious to think about. The problem is so difficult in fact that they actually hesitate to start out with the new way of selling. Yet the public's taste is being developed to a point that gives them no other alternative.

One thing that is going to make



Eastman Kodak Stores

**The MAY CO**

**Birch-Smith Jones Shoe Co.**

**Gooden-Jenkins**  
241-242-243 27 Broadway

**FRANK MELLINE CO.**

**WHITING-MEAD**

**PAUL G. HOFFMAN CO. Inc.**

**WALKER'S**

**GERMAIN'S**

**WALKER'S**

**BECKMAN'S**

**I. MAGNIN & CO.**

**FITZGERALD**

**James Fitzgerald Co.**

**Blackstone**

**GREER-ROBBINS COMPANY**

**Strong & Dickinson**

**Feagans & Co.**

**GUDE'S**

**BULLOCK'S**

**MYER SEGEL & Co.**

**Western Costume Company**

**Los Angeles Times**

# 5 to 1

## FAVORITE

Over Second Morning Paper

### IN 1926

### LOCAL DISPLAY

### GAINS

—gaining 356,720 agate lines of "Local Display" over the year 1925 as compared with second morning paper's gain of 76,062 agate lines, approximately five times as much.

The Times during 1926 led all other Los Angeles newspapers in local display advertising, national advertising and classified advertising.

**Los Angeles Times**

Eastern Representative:  
**WILLIAMS, LAWRENCE & CRESMER CO.**  
360 N. Michigan Blvd., 285 Madison Ave.,  
Chicago New York

Los Angeles Pressed BAICK COMPANY

# "An Enlightened Mind"



NEW YORK  
1400 Woolworth Bldg.

CHICAGO  
1020 Metropolitan Bldg.

CLEVELAND  
900 Knickerbocker Bldg.

# Min's Not Hoodwinked"

said Henry Wadsworth Longfellow, a poet who was also a clear-seeing observer of life and manners during the American middle ages.

Twenty years ago a prosperous livery stable owner saw an automobile for the first time. It impressed him profoundly. He said to his partner, "I'm through with this business; that machine is going to put it on the shelf." His partner laughed at him. "That machine", said the scoffer, "can't climb a hill." "I've seen it run," said the clear-seeing partner, "and I'm through."

Today he owns a string of motion picture houses.

Though unlearned in the lore of books, his mind was enlightened; he was not hoodwinked.

Nation's Business is helping enlighten a quarter of a million American business men.

## NATION'S BUSINESS

MERLE THORPE, *Editor*

Published Monthly at Washington by the Chamber of Commerce of the U. S.

DETROIT

141 Gen. Motors Bldg.

ATLANTA

704 Walton Bldg.

SAN FRANCISCO

710 Hearst Bldg.

the automobile selling battle all the more determined is the fact that distributors and retailers, under the present condition of things, are not making enough money. One big distributor in the Chicago metropolitan district informs PRINTERS' INK confidentially that his net profits in 1926 on an exceedingly satisfactory sales volume were only 1½ per cent on sales. His poor showing was made because of the high overhead cost of extending service and the necessity of taking in and selling so many used cars.

#### COST OF PERFECTION

It is a strange thing to say, but true nevertheless, that the near perfection to which leading automobiles have been brought mechanically, actually adds materially to the selling cost of the distributor and retailer. Complete service departments have to be maintained or sales could not be made at all.

But the old-time profitable jobs of overhauling and repairing are scarce indeed. The work done on cars in the service departments of distributors and dealers representing the leading makes is so comparatively small that often not enough financial return is gained to pay the expenses of the department. This is so in a surprisingly large number of selling centers—even small towns.

One Chicago distributor declares that he has to make three sales to sell one new car. He usually must take in a used car to dispose of the new one. And then in selling this he must accept still another used car which remains to be sold. Operating his service department at a loss and carrying the used car load, his selling cost, per new car, is more than \$600. This man, who distributes one of the higher-price cars, tells PRINTERS' INK he believes substantially the same expense ratio is attached to the merchandising of lower-price makes.

There is a serious waste here that has to be eliminated, and with the narrowing down of the field the elimination will come more or less automatically. Con-

ditions that place such a drag on selling are economically wrong. The development of the automobile industry into larger units which has been in progress for several years thus was inevitable, because where there is duplication of effort there is bound to be waste. Waste will be not so much in evidence a couple of years from now because there will be fewer companies in the field.

Looked at from all angles, it is not so very difficult to conclude that if the automobile market is stabilized so that around 4,000,000 cars will be produced and sold each year as a settled program, the result will be desirable rather than otherwise. Four million cars constitute an imposing quantity of merchandise. Divided among a few big companies, the volume will produce a fair amount of profit for all. Cars will be fewer in number and yet there will be sufficient diversity, without wasteful duplication, to suit all classes of buyers. The whole industry will be on a settled basis rather than in a constant turmoil as has been the case from the inception of the automobile up to the present time.

Which of the companies now in business will constitute these few big ones?

Certain names naturally suggest themselves. Who the others will be depends entirely upon the success of their efforts to get right on the sales feature in this year of grace, 1927.

When one gets behind the scenes a bit in the automobile industry he can quickly make up a list of the companies that will continue profitably in business when the whole proposition is stabilized. But this is neither the time nor the place to mention names.

Summed up in a paragraph, the automobile situation can be expressed thus:

All cars now on the market are good, while some are better than others. Most of the selling, judged by the standard prevailing in other lines, is either not good or frankly bad. The answer is obvious.

b. 3, 1927

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*A rendition in three colors of the full-color painting by HELEN DRYDEN for the cover of the February DELINEATOR*

*Yes! but  
come into  
the kitchen!*

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*The modern, entirely practical kitchen  
of DELINEATOR HOME INSTITUTE on  
the 15th floor of the Butterick Building*

**B**ACK of the brilliant covers and the scintillant fiction and the illustrations by the foremost artists of the day — Drian, Bernard B. de Monvel, Edmund Dulac, and others—we come to the real soul and purpose of Delineator —

We come into Delineator Home Institute.

We pass through an entrance hall, a living room, a dining room, a butler's pantry, a laundry, a laboratory, and so—

We come into the kitchen.

It is in complete working order now, this Delineator Home Institute, under the expert direction of Mildred Maddocks Bentley, an international authority on domestic science.



On the 15th floor of the Butterick Building, far above the clamor of New York's streets, is this actual home, a very charming home. A fair-sized family might move in tomorrow and live there in perfect ease.

AND here, every food and household appliance, every new idea or modern adaptation of old ideas in interior decoration are considered, displayed, tried out —

Much as they will be tried out, sooner or later, in hundreds of thousands of charming homes, Delineator homes.

Delineator Home Institute simply accelerates the



*All recipes sent in by DELINEATOR readers are tested, as well as many new recipes originated, in the kitchen of DELINEATOR HOME INSTITUTE*

present rapid movement toward better taste in the home, greater convenience, further luxury and—

A finer appreciation of the Art of Gracious Living.

• • •

**Y**ES, really to appreciate Delineator you have to know Delineator Home Institute.

You, too, will have to come into the kitchen!

# Delineator

*Established 1868*

THE BUTTERICK PUBLISHING COMPANY

*Note:* This is the first of a series of advertisements showing photographs of the various rooms which house the activities of **DELINEATOR HOME INSTITUTE** on the 15th floor of the Butterick Building.

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# Missionary Selling Costs Too Much

jobbers Are Increasingly Willing to Have Manufacturers Shoulder the Selling Burden—The Answer Will Be Found in Right Consumer Advertising, to Cut Down Present Cost of High-Pressure Sales Tactics

By A. H. Deute

MISSIONARY selling has crept into the marketing machinery of the country during the last twenty-five years. It came in quietly, cautiously, almost painlessly, and at first it proved a highly productive investment in the business of producing volume. Not so many years ago, one could go to a jobber and with an offer of doing a certain amount of missionary work in the territory, get a carload order. Missionary work for the benefit of the jobber meant something. The jobber and his salesmen were still brand builders. Advertised lines of merchandise were welcomed by many jobbers. In them the jobber saw quick sales and rapid turnover at a good profit. The orthodox "fifteen and two" mentioned by the manufacturer was a real and not a mythical profit upon which the jobber could count.

When, in addition to that and the advertising, the manufacturer would offer some missionary work in the territory, the jobber was completely won over. Those were the days when a manufacturer would assign a missionary man to a jobber for a period of three or four weeks and then that man would be moved elsewhere. Possibly he would be sent back the next year.

Then, as in everything else, competition began to make itself felt. The jobber, naturally, encouraged this competition. It was not long before one began to hear of permanent missionary men assigned to a territory. Then the jobber would point out to the next manufacturer that a few weeks or a month or so of missionary work meant nothing when compared with the permanent man placed in the territory by a competitor.

A territory soon found itself worked by two, three or more competitive missionary men, work-

ing through all the jobbers. That brought about competition among the jobbers for the business which these missionary men brought in. And then the "fifteen and two" became a thing of the past. Undoubtedly, this has worked out badly for both jobber and manufacturer. More than anything else, the trend downward of the jobber's profits on missionary orders and therefore on many advertised lines has done away with the interest of the jobber in brand building and in the ability of the jobbers' men to sell the advertised specialties.

Thus we come to the point where most jobbers openly admit that there is no profit to be made in many of the highly advertised specialties sold by the manufacturers' missionary men. The majority of jobbers handle these commodities but make no effort to conceal their unwillingness to go out and push these lines.

Not a single manufacturer is apt to say that the jobber is being properly compensated, but it is seldom indeed that a manufacturer can do anything definite or constructive to cure the situation. It is true, too, that practically every jobber is dissatisfied with the gross margin he can make, but his competing jobbers set the gross margin through competitive conditions. All of that forces the distributing job back upon the manufacturer, who then comes to wonder how much, if anything, the jobber actually does for him. All of which is another story.

A very real situation confronts the manufacturer and that is found in his cost to sell. Missionary selling which, at one time, was a tempting morsel to hold out to the jobber to induce him to make greater efforts on the particular line, is no longer regarded as an inducement on the part of the

manufacturer. It is now looked upon as a regular, steady and necessary sales adjunct. Sometimes one may feel that the jobber has cleverly, though no doubt unwittingly and unconsciously, shifted the whole cost of selling right back on the man most interested in selling that particular product. The jobber, on his part, is perfecting his distributing service and promises to make money as an economical distributor of merchandise and collector of accounts.

Missionary selling and its resulting pitting of one jobber's prices against another jobber's prices have done more than any other single thing to remove the incentive of the brand-building jobber. Missionary selling has put the jobber with a real selling force actually at a disadvantage, when compared to the jobber with no sales force, because missionary selling sells the goods for the jobber and the business is thrown to the jobber who will handle it for the least money. Naturally, the jobber with the lowest general overhead, including selling expense, can afford to handle missionary orders for the smallest margin.

The time is gone when a manufacturer can consider the abandonment of missionary selling, unless he wishes to undertake to sell through exclusive jobbing representatives. In that case, he is undertaking to shift the expense from his own shoulders to those of the jobber and to pass the cost on to the retailer in the establishment of a resale price. But that is an entirely different problem, possible in some cases but impractical generally in the case of the manufacturer who already has quite general distribution, but who realizes he must spend thousands of dollars a year in so-called "missionary" selling to hold it.

Missionary selling has become the real selling expense of the sales department. Selling the jobber has become secondary and incidental to selling the retailer, which is really what missionary selling is. Many a manufacturer will decline to admit that practically all his selling is "direct"

selling, but what he must admit, sooner or later, is that actually the great part of his selling is direct, though he may be shipping it and collecting through the medium of the jobber.

Missionary selling has become the actual selling. I know of one very large national manufacturer who has clung tenaciously to the idea of missionary selling as real missionary selling and augmented what he conceived to be pure missionary selling with traveling crews of young men in automobiles who are regarded as advertising men, whose business it was to display the goods and put up advertising and the expense of whom was charged to advertising. Recently this latter work was abandoned and in its place more so-called missionary salesmen were taken on. Consciously or unconsciously, this is simply a trend toward direct selling by the manufacturer, though it may have nothing to do with direct shipping or direct billing and collecting. It is the abandonment on the part of that manufacturer of the idea that missionary selling is what its name implies.

As general or direct selling it is rapidly coming to be recognized as costing too much. It is all too often more than the manufacturer's profit can bear. Since there is no longer opportunity to consider its total elimination, the immediate problem is the consideration of how best to control it, how to make it produce better results for the money—how, in short, to bring down the cost of selling. That is the great, outstanding problem which right at this time is confronting the great mass of manufacturers of advertised specialties. And the man who can solve it first, in his own particular industry, will, naturally, have a long lead on his competitors.

Of course, there are many who will argue that the jobbers' sales forces are unable or unwilling to go out and sell the branded lines. But the fact remains that the jobbers' men can and do distribute great masses of merchandise for which there is consumer demand. The one thing which the average

present-day jobbing salesman does not do is to undertake to force the sale of merchandise which the retailer does not want to buy because of the argument that it does not sell. The jobber's salesman is unlike the missionary salesman on that one point.

This duplicated job of undertaking to get distribution no doubt does get many dealers to stock an article which is not a fast seller and for which the dealer feels no real demand. It is forced distribution, and, as such is the most expensive kind of selling. Its great weakness lies in the fact that it has to be done over and over again. There is seemingly no end to it. In as much as the consumer demand is relatively so slight, the dealer does not feel compelled to carry the article in stock. And so it is just a case of constantly forced sales and commensurately high selling costs.

When one comes to look a little farther, it becomes plain that this is due to one of two major reasons: Either the consuming public does not know the product and what it will do—does not know it by brand—does not ask for it because it has not been taught to ask for it, or there is something wrong with the product or with the service it renders or with the price at which it is offered.

The solution of this high cost of missionary selling problem is not a dealer or a jobber problem. It is a consumer problem and the place to solve it is not in the retailer store or in the jobbing house but in the homes of the millions of consumers. And when we get into the job of selling the consumer, we are over in that department of the business which is usually called the advertising department.

The first place to take hold of the job is at that end which concerns itself with the actual desirability of the product. Why do women think of it? Is it right in price and quality? Is it sound from a utility standpoint? Or does a thorough investigation of a sufficient number of consumers bring out the fact that there must be a change in product or price?

Assuming, however, that we have satisfactorily passed each of these considerations, we are now face to face with the problem, not of trying to urge more dealers to stock the product, but to influence more consumers to ask for the product by name—to buy it—to call for it. These things accomplished, we are a long way on the road to solving the problem of getting the jobber to maintain distribution. In fact, one of the common criticisms of the jobbing salesman is that he likes to push what sells but won't interest himself in the products which do not sell, but which, in the mind of the man who produces that commodity, needs the full effort of which the jobber is capable. All this becomes a favorable condition for the manufacturer, just as soon as the consumer can be induced to buy more readily, to insist on brand by name and refuse any other.

So there we are—the problem is that of inducing the consumer to buy. And inducing the consumer to buy, everything else being right, is a case of advertising.

So I maintain that the substitute for expensive missionary selling which does not offer permanence and which has to be done over and over again is that sort of steady and persistent advertising which will point out to the consuming public the advantages of buying that article regularly and steadily.

And it is not fair to say that overnight the sales force can be dropped, the money put into advertising and the sales increase immediately demonstrated. It is hopeless to undertake to drop a sales force, costing, say, \$25,000 a month, and put the money into advertising and expect the results to indicate an immediate pick-up in volume through tremendous consumer demand. It plainly does not work out that way. Unfortunately, the cost and effort of brand building through the arousing of consumer interest is not so simple. It is hard and expensive, in spite of the fact that the road is rather clearly defined. But the fact remains that the journey must

be undertaken and carried out to the conclusion.

There is one consolation and that is that as the consuming public is reached and sold through advertising, the real problem is solved. The demand upon the retailer becomes marked and that in turn causes the demand upon the jobber. And the jobber will be found anxious and willing to write down orders for a product on the move.

The solution for expensive, uneconomical missionary selling is the diversion of a good part, at least, of that money, into steady, persistent, brand-building advertising to the consumer. The resistance which bars the way for jobbers' men melts away in direct proportion to the increase in consumer demand. Over and over again, one finds it possible for one salesman or one jobbing house to keep an entire market well supplied with a product, just because there is consumer demand and the merchants carry the product as a matter of course. Once that condition is attained, it is surprising how the cost of missionary selling goes down—how it may often be eliminated entirely, at least for months and months in each year.

It must be borne in mind that in spite of its thoroughness, missionary selling not properly supported with consumer advertising is expensive at the moment but promises no real or permanent relief because missionary selling does little to build the brand and teach the consumer. On the other hand, steady and persistent advertising, with a worth-while story to tell, surely does build up for the line and the house that permanent good-will and understanding which makes it relatively easy and simple to get large sales.

As advertising teaches more and more people the advantages and possibilities in the particular brand, it becomes just that much easier for even fewer salesmen to get much larger volume. It means that jobbers' men commence getting orders and, getting orders, they start pushing the product. And the more deeply the advertising becomes impressed upon the

consuming public, just that much more easily do missionary orders come in, just that many fewer men can do the job and that much more satisfactory is the selling cost.

### P. P. Carney, Advertising Manager, Remington Arms

Peter P. Carney, manager of the publicity department of the Remington Arms Company, Inc., New York, fire-arms, ammunition, cutlery, cash registers, etc., has been appointed manager of the advertising department. He was formerly with the Winchester Repeating Arms Company.

Frank J. Kahrs has been named as assistant to Mr. Carney. Mr. Kahrs has been with the Remington company for twelve years and, until recently, was in charge of the service department.

### Meredith Publications Augment Chicago Staff

H. S. Davidson, Carl W. Wester and J. A. Cox have been added to the advertising staff at Chicago, of the Meredith Publishing Company, Des Moines, Iowa. Mr. Davidson, formerly with the Curtis Publishing Company, will represent *The Dairy Farmer*. Mr. Wester will represent *Better Homes and Gardens*. He had been with Montgomery Ward & Company. Mr. Cox, formerly with the *Chicago American*, will represent *Successful Farming*.

### American Press Association Advances A. A. Hoopingarner

Arthur A. Hoopingarner has been appointed Eastern manager of the American Press Association, publishers' representative, succeeding W. F. Oakley, resigned. Mr. Hoopingarner will continue in charge of *The American Press*, New York, which he joined a year ago as editor and general manager.

### A. C. Kleberg Joins "Liberty"

Alexis C. Kleberg, advertising manager of Valentine & Company, New York, Valspar and Val-Enamel, has joined the Eastern advertising staff of *Liberty*, New York. He will cover New York City territory.

The advertising of Valentine & Company is now in charge of Frank P. Connolly, who has been engaged in sales work for the company at Chicago for many years.

### Joins Chappelow Agency

Lee Meriwether, Jr., has joined the Chappelow Advertising Company, St. Louis, as an account executive. He was, until recently, with the New York office of the General Outdoor Advertising Company.



72%  
*dealer-sold  
merchandise*

ONE of the principal reasons that this agency is able to handle successfully the advertising of products selling through drug stores, department stores, grocers and fifteen other retail channels is its knowledge of copy appeals based on experience in checking the results of over thirty million dollars spent on keyed copy—copy from which every dollar in sales is recorded. Today 72% of the business of this agency is general advertising, and the total volume of all advertising being placed is by far the largest in our history.

RUTHRAUFF  & RYAN INC.

NEW YORK · 132 WEST 31st ST · CHICAGO · 225 N · MICH · BLVD ·

ST · LOUIS · ARCADE · BLDG ·

*Established 1911*



**The largest  
magazine  
for MEN**

***The Elks***  
***Magazine***

**850,000 Identified Subscribers**

**50 East 42nd Street**

**New York City**



Photo  
H. Armstrong Roberts  
Phila.

# First in The South in Local advertising 2<sup>nd</sup>—In Total Volume 3<sup>rd</sup>—In National Lineage

The lineage of Florida papers is not included as conditions in Florida newspaper advertising can hardly be considered normal.

## Standing of Southern Newspapers for 1926

Newspaper	Local	National	Classified	Total Lines
New Orleans Times-Picayune	11,056,564	3,202,310	5,602,046	19,860,920
<b>THE BIRMINGHAM NEWS</b>	<b>13,017,704</b>	<b>3,120,726</b>	<b>2,081,842</b>	<b>18,220,272</b>
Memphis Commercial Appeal	10,001,850	3,563,464	2,868,558	16,433,872
Dallas Times Herald	11,935,873	2,137,441	2,112,740	16,186,054
Houston Chronicle	8,880,312	2,747,906	3,492,972	15,121,190
Atlanta Journal	9,610,994	2,302,664	2,888,648	14,802,256
Louisville Courier-Journal	9,010,784	2,984,165	2,794,453	14,789,402
Louisville Herald-Post	9,748,181	1,864,858	2,037,676	13,650,715
Dallas News	8,165,691	2,532,518	2,940,177	13,638,386
Richmond News Leader	6,396,430	2,210,558	2,149,420	12,756,408
Louisville Times	8,435,604	2,046,953	2,006,417	12,488,974
Houston Post-Dispatch	7,779,058	1,863,022	2,653,238	12,295,318
The Charlotte Observer	7,574,798	2,121,924	1,288,826	10,985,548
Richmond Times-Dispatch	7,641,354	1,425,816	1,642,480	10,709,650
Ft. Worth Star-Telegram	6,043,322	2,641,576	1,588,394	10,273,282
Norfolk Ledger-Dispatch	7,238,462	1,856,008	1,028,230	10,122,700
The Charlotte News	8,229,774	835,554	951,330	10,016,658
Nashville Banner	6,028,064	1,968,722	1,114,946	9,111,732
Virginian-Pilot	6,676,251	1,422,439	724,968	8,823,658
Knoxville News-Sentinel	5,723,030	1,423,058	1,410,514	8,556,602
<b>Birmingham Age-Herald</b>	<b>5,607,504</b>	<b>1,449,742</b>	<b>1,492,750</b>	<b>8,549,996</b>
The Knoxville Journal	5,819,548	1,106,420	1,447,040	8,373,008
Chattanooga News	5,143,963	1,488,274	929,351	7,566,588
Memphis Press-Scimitar	6,613,671	784,560	926,254	7,324,485
Dallas Journal	4,367,767	795,942	1,669,238	7,032,947
Houston Press	4,862,466	682,080	841,386	6,385,932
<b>The Birmingham Post</b>	<b>4,756,220</b>	<b>732,242</b>	<b>614,292</b>	<b>6,102,754</b>

## The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York

Chicago

Boston

Philadelphia

J. C. HARRIS, JR., Atlanta

# A Defense of "Swank" in Illustration

Even If Your Product Is Sold to the Masses a Little High-Hat Atmosphere in Your Advertising Will Appeal to Them

By W. Livingston Larned

AN advertiser of linoleum floor coverings, when a series of water color paintings was submitted to him for approval, frowningly struck them out of the campaign because, in his estimation, they were entirely too "swanky."

"We sell our product to middle-class people, for the most part," he said, "and this artist has pictured the homes of rich people. You have rooms here that could be found only in a mansion. I want to tell you that folks who own mansions do not put linoleum rugs in their sitting-rooms. We'll be laughed at. Our illustrations should be normal, unaffected and quiet as to furnishings."

Pressure was brought to bear but without avail. No, he would not glorify his product by surrounding it with swanky atmosphere. A new series of canvases was painted. This time the rooms were modest almost to the point of plainness. The pictures were run and they were a rather dismal failure. In the meanwhile, a competitive house, using full color, ran the most exotic and elegant interior scenes. The people pictured in them were in evening dress for the most part, furnishings were up to the minute and costly. They were truly rooms in mansions. And this campaign was making a very pronounced success. It still is, for that

matter—with the swank appeal.

There was but one thing for the first-named institution to do: Procure pictures of an atmospheric and costly type, regardless of what the high executive thought in the matter.

So frequently you hear adver-



## ETERNAL VIGILANCE and countless towels the only known recipe for a clean child



Just doesn't care where the job under her eye goes. Just doesn't notice what happens to the remnants of the gown she dug for her just made.

If you are proud of a beautifully appointed bathroom and the so long it is perfect order, you must have excellent clean towels, when there are children in the family.

But with Cannon towels, or practically any of the price, you can afford this absolutely unlimited supply. Enough so that you are never troubled about bath towels when there are extra guests, when the laundry is delayed, when there is sudden sickness.

Just mention's name about most any time when you have received in Cannon towels. Housekeepers on the largest scale, the great hotels in America buy Cannon towels in

enormous quantities. They choose them for their smooth, good looks and because they know that immense production in the Cannon mills makes them lower, and they can get unequalled towel values when they select Cannon towels.

Ask for Cannon towels by name. Everything! Little bath towels you use in quantity every day guarantee equal towels to be popular with the men in the family household, bath mats. Prices from 10c to 50c.

The main is leaders in pictures of Cannon towels are presented first. Give the new pattern in different colors, a color for each child to give a distinctive effect in the bathroom, and the necessity don't get their towel mixed.

EVEN IF SHE CANNOT AFFORD A MAID FOR HER CHILDREN, EVERY MOTHER WILL BE ATTRACTED BY THIS ILLUSTRATION

tisers say: "Hold down the fancy backgrounds and the elaborate accessories. Remember, our product is not purchased by millionaires."

This, however, is opposed to the practical experience of the advertiser who has tried both methods. The entire appeal of salesman-

ship is to the ambitions and the pride of people. Always there is that inevitable step upward and onward. What a simple theory it is, too. The individual, whatever his station, craves that which he doesn't possess but which someone in better circumstances can afford. It is the most human equation of all.

About a year ago, a manufacturer of kitchen cabinets based a series of two-color illustrations of kitchens on the "humble" idea. The interiors pictured were just the average. Several members of the firm had long been opposed to "plush-case" atmosphere for a modest product, purchased, in this instance, for the smaller homes of the great middle class.

But the policy was an error of judgment and this was shortly proved. The sales manager made an investigation and upon his return he made this statement:

"True, the people who would buy our cabinet are in modest circumstances and have modest homes. I think I must have visited several hundred of them, on a logical pretext. Few of these boasted the more complete and modern atmosphere.

"But I also found that every housewife hopes some day to have another and larger home with a larger and better kitchen. Nothing would or could be too fine for them. These women are as interested in and as eager to possess up-to-date, and expensive trappings, as the most fastidious mistress of the Big House on the Hill.

"We were picturing modest kitchens, little kitchens, rooms that did not go in for fads and fancies. That was where we made our

mistake. We pictured the very homes we hoped to sell and these people wanted something better. They wanted to take that extra step upward. Visualizing their own kitchens, as they actually existed, was getting us nowhere. There was nothing for their imaginations to feed on."

In a campaign to follow, the artist went just as far in the op-

## QUALITY!

"What is the basis of a genuine and enduring reputation? Winning—and holding—respect where it is based is key. It is only necessary to observe where Campbell's Soups enjoy confidence to realize the truth of our statement that 'every single can contains our business reputation.'"

Every step in the preparation of these famous soups is inspired by knowledge of this fact and the challenge it implies.

Mutton Soup serves a variety of very special uses that call for the utmost degree of selection and blending of the ingredients. It is a solid soup—especially prized for children and for the sick room, as well as for service on the family table.

Mothers serve Campbell's with the assurance that the soups bearing the Red and White Label are always of strict and uniform quality. 17 cans a case.



LOOK FOR THE  
RED-AND-WHITE LABEL

WITH THE MEAL OR AS A MEAL SOUP BELONGS IN THE DAILY DIET  
THIS CAMPBELL'S SOUP ADVERTISEMENT APPEALS TO  
PRIDE MORE THAN APPETITE

posite direction. Kitchens were shown filled with every new appliance. They were beautiful kitchens, with pretty windows at which curtains hung and flowers bloomed; the latest in electrical refrigeration; floors covered with vogueish linoleum rugs, and plumbing fixtures that cost a small fortune to install. The breakfast nook was introduced, and in at least half of the scenes, maids, in cap and apron, were in evidence.

"It mattered not," says the sales manager, "that in 80 per cent of

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# Have you had “*your* copy Psyched”?

**H**AVE you received your letter yet from the boys who for a modest sum will tell you what is psychologically wrong with your copy?

If not, here is what may happen: One of these mornings you will open your mail and discover a page torn from a magazine. The page will contain one of your advertisements. Attached will be a printed slip explaining that there are certain defects in the headline, or the text, or the illustration of your advertisement. For a modest sum (filled in on a dotted line) you may learn exactly what is wrong with your appeal.

These fees appear to range around \$5.00 for a headline criticism; \$10.00 for an explanation of the psychological reason why the copy lacks pulling power; \$15.00 for a juicy promise to reveal cer-

tain suggestive and even degenerate allusions or symbolisms in the illustrative composition.

Several of our clients have sent us copies of these communications.

Since it is our copy on which they offer to give an opinion for a price, we feel justified in offering to any national advertiser who has received one of these proposals *our* opinion of what *the* opinion offered for sale is worth.

No “modest fee” is required. We will cheerfully give it for nothing—if you haven’t already guessed what it is.

GEORGE BATTEN COMPANY, INC.

*Advertising*



the homes we wanted to reach, women did their own housework and breakfast nooks were not a part of the picture. Our product was being shown in the best of company. A woman who saw one of these paintings of ours received the impression that this product was considered quite the thing in the finer homes. And was she not every bit as good as Mrs. Millionbucks? To be sure! These cabinets were not necessarily out of her reach. She would have one."

If there is a choice between two atmospheres in the advertising illustration why not select the handsomer of the two?

Since the product is used by the wealthy and would not be out of place in this environment, why deliberately echo only the drab side as a background setting? A product, however humble it may be itself, deserves the most propitious atmosphere. It shows up to best advantage then.

#### WE ALL HAVE PRIDE

But the motivating influence should be that of the pride of the prospect. We may not be in a position to buy a costly article but that does not prevent us from craving it and looking forward to the time when we can own it. The woman who has a small and incomplete kitchen, may not build in a breakfast nook and buy electric ranges, refrigerators, dish washers and other expensive equipment, but she *can* own a new kitchen cabinet of the most modern type, she tells herself. There's some comfort in that.

I want what a rich man has in his home. The rich man probably has his eye on something owned by a man who is richer still. The old human restlessness and craving starts with a canoe, climbs to a motor boat and does not rest until it has a sea-going yacht. But this merely vindicates the viewpoint of the advertiser of canoes who injects motor boat atmosphere.

Few things can be successfully sold by reflecting the more commonplace environment of the pros-

pect. Plated ware is sold by employing solid silver background settings. A low-price automobile could scarcely be sold showing pictures of it standing in front of a mill-worker's home. Ambition is an active agency all the while. The prospect greatly desires that which may seem to be just a little out of his class.

To sell a line of furniture nationally, it would be fatal to stage the furniture against grubby backgrounds in indifferently conceived rooms and homes. Better to assume in the advertising, that the product goes to people who are unusually discriminating and who have the money with which to be discriminating. This is the story the illustration can tell. It is one of its obligations to the advertiser and the product.

In an advertisement in colors for a heating device, the setting is a very beautiful home, a gorgeously appointed room. Two modishly gowned women, callers, are looking across at the product, while the housewife goes to the door to answer the bell.

And one of the two women is making this remark to her friend: "No question about it—the Gramams are 'stepping out'."

There you have to a considerable extent the idea back of the entire question. We all have pride. We certainly wish to feel that our homes are, or soon can be, as complete in every detail, as modish and as beautiful as those of the rich. People very often buy articles they possibly can't quite afford for their effect on others.

We recently heard an amusing argument over a series of illustrations for a safety razor. It was argued by one executive that it was quite ridiculous to picture in so many cases, gentlemen in dress suits lounging in exclusive clubs. What a small percentage of the possible buyers of this product belonged to such clubs or had ever worn a dress suit in all their lives.

Yet when this man was shown an illustration of a laboring man, in his small home, shaving with the razor, as used in a certain



# Do These Gains Surprise You?

**H**ERE are some gains in advertising lineage (for the year 1926, compared with 1925) of the six New York evening papers and the two morning tabloids. For the most part this advertising has a home appeal, and the Graphic's phenomenal gain in these classes is additional evidence of its home influence. Do these gains surprise you?

	GRAPHIC LINES GAIN	GRAPHIC % GAIN	NEXT NEAREST GAIN
Radio .....	54,664	120%	82%
Women's Specialty Shops	161,067	53%	77% <sup>†</sup>
‡Wants .....	124,564	368%	100%
Dry Goods .....	173,523	114%	69%
Musical Instruments ....	63,730	94%	61%
*Furniture .....	440,833	131%	40%
‡Musical Instruction ....	29,952	204%	100%
Men's Wear .....	193,571	353%	32%
Auto Display .....	24,597	95%	71%

<sup>†</sup>The GRAPHIC was FIRST in amount of lineage carried in this class during 1926.

\*The GRAPHIC was SECOND in amount of lineage carried in this class during 1926.

‡Other gains in this class were below 53%.

## NEW YORK EVENING GRAPHIC

Member A. B. C.

Harry A. Ahern, Advertising Mgr.  
25 City Hall Place, New York

Charles H. Shattuck, Western Mgr.  
168 N. Michigan Ave., Chicago





We  
look 'em over  
February  
21~26

St. Louis **Global**  
The Newspaper Th

F. St. J. Richards - - - New York  
Guy S. Osborn - - - - - Chicago  
J. R. Scolaro - - - - - Detroit



We'll be gathering from all  
St. Louis  and the  
49th State  for the

**1927**

**St. Louis  
Automobile Show**

February 21 to 26  
*inclusive*

Keen interest will center in the cars and accessories which we shall see displayed, and which we shall read about in the acknowledged monitor of automotive news in this market.

**AUTO SHOW SECTION  
SUNDAY  
FEBRUARY 20**

**Democrat**

**The 49th State**

C. Geo. Krogness - San Francisco  
Dorland Agency, Ltd. - London

newspaper series in a definite territory, he was compelled to admit that the atmosphere was cheapening to the product.

The question boils down to this: If I am a man in very modest circumstances, a factory worker, perhaps, would I prefer to have and to buy an article used by my own crowd or by people with sufficient funds and discrimination to get the very best any market affords?

An architect said to an advertiser of art shingles: "See here, what are you trying to do in your advertising? Your product is not a high-price one. It's good but it does not claim to be very swanky, and yet you show pictures of homes that never could cost less than \$50,000 and for the most part, it would be impossible to build them for twice that sum. How can you expect to sell to just ordinary folks, who anticipate little houses at a modest cost, by surrounding your product with the millionaire colony atmosphere?"

And the advertiser laughed. This was no new story to him. Others had mentioned it. One man had joked about an illustration of a house that could not have cost a penny less than \$100,000 with the grounds and surrounding shrubs, and the high price motor car drawn up outside.

But field agents and his own advertising experience had long since taught that advertiser a practical lesson.

To sell his roofings he would get nowhere if he illustrated hovels and cottages and commonplace architectural houses. The owner or builder of a modest little place must be made to want that which the millionaire could afford.

An advertiser of kitchen sinks and plumbing accessories was reprimanded, during an Atlantic City conference, because his color illustrations were entirely too fastidious and affected. Where did he get the idea that the best way to advertise a sink was to picture a society woman, in an expensive evening gown without an apron,

carrying a rack of dinner dishes?

And in this instance, also, the advertiser smiled, because he, too, had been all over the ground and had learned his lesson. If plumbing installations can be so immaculate and so efficient and so complete, that a housewife can excuse herself for a moment and carry dirty dishes from one point to another, and still retain her pride, then that selling idea, evening clothes included, is good business. What should the advertiser of such a product use in the way of a human-interest illustration? A slovenly, shabbily attired woman?

Many criticisms are heard of such campaigns as that of Fisher Bodies with its million-dollar swank atmosphere. But will you not concede that Mr. and Mrs. Jones, of Hokus, Ind., are eager to possess the same motor car body which conveys the exalted society queen to her afternoon tea or to the opera?

There is certainly such a thing as being too literal, too close to earth, too truthful in atmosphere.

A radio set is to be shown in some sort of illustration. It may be a set costing little. For the most part, its sales may be to people in very poor circumstances, but is that any reason for the advertiser to present it as part of the standard equipment of a tenement house? He has every right to place that radio set, cheap or expensive, in the home of a Wall Street magnate, surrounded by a fortune in cut glass and flowers.

### Advertising Campaign Recommended for Idaho

A national advertising campaign to promote the development of Idaho and its resources was recommended by the Idaho State Chamber of Commerce at a recent meeting at Boise. A resolution was adopted suggesting legislative action to provide funds for the campaign.

### Death of Albert MacRae

Albert MacRae, president of the MacRae Blue Book Company and editor of the *Santa Fe Magazine*, Chicago, died on January 29 at Streator, Ill. He was fifty years old.

1927

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You can reach  
them through the  
great outdoors —





57.6% of the population

10,000 population registered effectively, leading to more

OUTDOOR ADVENTURE. It is

therefore, that the

made in towns and cities

*\*From an authoritative source.*

# National Outdoors

*An Organization Providing a Complete Service*

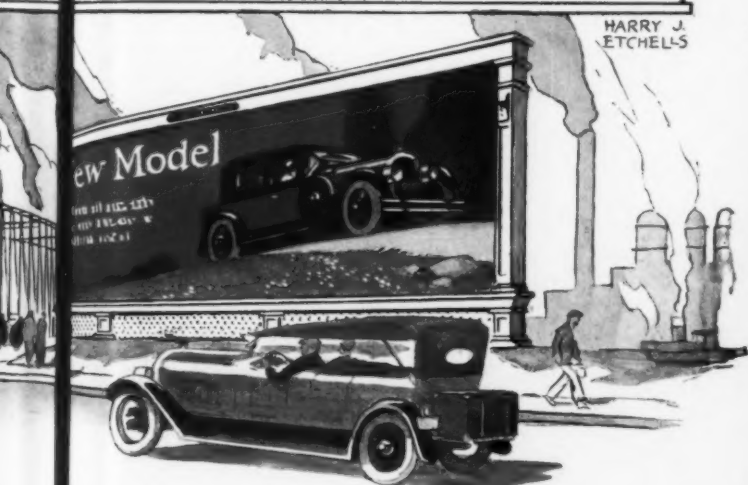
1 Park Avenue, New York

General Motors Detroit



people in the United States live in  
 districts and towns of less than  
 reach this vast buying public  
 leading mobile Manufacturers are using  
 ADVERT It is not merely a coincidence,  
 that of the total Automotive sales are  
 owns 10000.

source.



# Advertising Bureau

Service Advertising through Advertising Agencies

Motors Detroit

14 East Jackson Boulevard, Chicago

# Outdoor Advertising

is the one medium through which the rural and semi-rural population can be intensively covered.

Your own Advertising Agency, if a member of the National Outdoor Advertising Bureau, can create your Outdoor Advertising in complete harmony with your other Advertising activities, and handle it in all detail.

## *National Outdoor Advertising Bureau*

*An Organization Providing a Complete Service in Outdoor Advertising through Advertising Agencies*

1 Park Avenue, New York

General Motors Building, Detroit

14 East Jackson Boulevard, Chicago

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# An Interurban Railway Fights Auto Competition

Washington, Baltimore & Annapolis Electric Railroad Co., Calls Salesman's Automobile a Burden

AN interesting thing about advertising is the opportunity it offers to the man whose whole business future has been changed by the rapid march of time. The new product or idea which, for a time, threatens to drive out all previously used articles in its field, develops later its own disadvantages, and the maker of the old product discovers that courage in advertising will win back for him an appreciable amount of his old market.

Candle makers didn't go out of business when gas and electricity came. The tallow dips of a bygone day are now advertised as being "dictated by fashion and good taste." Makers of archery sets won back popularity for this ancient sport by the use of interesting advertising, and scores of other old products have used advertising to turn back the clock.

To jump to a modern case in point, consider the problem faced by some of the electric railways, due to the increasing practice among business men of driving to their offices in the morning in their cars, and in furnishing the sales force with automobiles for short jumps between towns. The street railway company of Providence, R. I., met the former problem by newspaper advertising which struck the note: "The Street Car for Business, the Automobile for Pleasure." A comparison of time lost in traffic congestion, the fact

that a man could read his newspaper in the street car, the lack of nervous strain in a street car and a number of other arguments developed from research were emphasized in copy which set many people to thinking.

Now comes the Washington, Baltimore & Annapolis Electric Railroad Co., which is using newspaper advertising to meet the problem presented by the motorized sales force.

The copy picks out a disadvantage caused by the automobile itself, which by the very increase of its rapid growth has made parking space scarce. One piece of copy in this campaign headed "Sinbad the Salesman" shows that famous old character with his traditional Old Man of the Sea displaced by an automobile fastened to his back with hoops of steel. The copy points out in interesting style that many a salesman going from Baltimore to Washington in his automobile sets out in confidence to sell a large order but arriving there finds himself,

like Sinbad, unable to get rid of his "burden" because there is no place to park it. The low price of its service is emphasized by this interurban railroad and the whole advertisement attracts attention by its unusual presentation of the case of another industry which is not afraid to meet new competition out in the open.

## SINBAD the SALESMAN

It happened—as it often does—that a Baltimore salesman set out in his automobile for Washington, confident that he would sell a very large order to a certain merchant there. But when the salesman got to Washington he found himself like Sinbad, and his automobile like the Old Man of the Sea—he couldn't get rid of it, because there was no place to park it. And so the merchant got tired of waiting for him and gave the order to another salesman who had wisely used the W. B. & A. Round trip fare only \$2.37. Ten, twenty and fifty-trip tickets at lower rates.

## Washington, Baltimore & Annapolis Elec. R.R. Co.

Express Trains to Washington every 30 minutes on the hour and half hour

Baltimore Terminal



Howard & Lombard Sts.

HERE IS AN INDUSTRY WHICH IS  
NOT AFRAID TO MEET COMPETITION  
IN THE OPEN

## Fills in Between Your Daily Newspapers

I cannot get along without Capper's Weekly. It has so many good things in it to read and it helps me in my affairs.—L. N., Linn, Kansas.

Enclosed find check for \$2 for subscription to Capper's Weekly. Every one in the family wants it first.—J. G. H., Republican City, Nebr.

I am a teacher by profession and Capper's Weekly is the best paper I have in my school.—L. W. R., Olustee, Okla.

Before taking Capper's Weekly my husband had no desire for reading but now nothing gives him more pleasure than to sit down with a new issue of your paper. And he reads it from cover to cover.—Mr. A. K., Enloe, Texas.

Had decided to quit advertising for subscribers to my poultry journal but tried out 8-inch copy of Capper's Weekly on a new proposition which pulled so well I immediately ordered \$2,000 more advertising in various papers.—P. K. Illinois.

# CAPPER'S

## The Paper Without

Published by Arthur Capper

It is almost like missing one of the family not to receive Capper's Weekly.—P. I. S., El Dorado, Kansas.

I am highly pleased with business from Capper's Weekly. Orders coming along nicely.—W. S. W., Kansas.

We have read several neighbors' copies of Capper's Weekly and like it so well we have decided to subscribe for it.—C. J. M., New Florence, Mo.

The best all around paper I've ever read. I wish you everything possible for success of your splendid paper.—Mrs. W. M. R., Clinton, Mo.

We hate to miss a single issue.—V. M. K., Cruce, Okla.

Please run my ad four times more. It's better than —. Got answers from Kansas, Missouri, Oklahoma, Texas and New Mexico.—J. C. P., Waynoka, Okla.

We take several papers but Capper's Weekly is our favorite.—W. S., Okemah, Okla.

We certainly like Capper's Weekly and don't want to miss a copy.—Mrs. C. B. M., Sidney, Nebr.

We cannot do without Capper's Weekly as the whole family enjoys it.—J. R. C., Nortonville, Kansas.

We have been reading our neighbor's Capper's Weekly and like it so much that I am sending \$1 for a year's subscription.—Mr. M. C., Cedar Bluff, Nebr.

I simply wouldn't want to be without Capper's Weekly. It's the most interesting paper I ever read.—B. B. Converse, Texas.

I heard an old friend say, "Capper's Weekly is the best paper that comes to this town," and I heartily agree with him.—B. H. L., Rake, Ia.

Your paper is getting better all the time and I can't get along without it.—Mrs. A. R., Chillicothe, Mo.

The whole family reads Capper's Weekly so I figure we can't do without it.—R. C., Corning, Kansas.

**Read What  
Readers Say**

**Rate is \$1.25 a Line for 350,000 (Plus**

# Kansas, Missouri, Nebraska, Oklahoma, etc

My daughter uses Capper's Weekly for her high school work and is commended by her teachers.—Mrs. L. H., Enterprise, Ore.

Your paper sure brings the business.—S. Egg Farm, Kansas.

Capper's Weekly is the best paper ever used.—M. B., Missouri.

Capper's Weekly is the life of this family, so don't fail me; get my renewal started.—J. C., Yates Center, Kansas.

Results have been more than satisfactory and I am today instructing my agency to issue an order for a three-time-a-month schedule in Capper's Weekly during the months of February, March, April, May, 1927.—D. C., Missouri.

When my husband comes in and finds a new Capper's Weekly he is willing to sit down and read it and wait for his dinner, and I feel that I couldn't keep house without it.—Mrs. C. E. M., Woodbine, Iowa.

## WEEKLY

### A Competitor

Published at Topeka, Kansas

We think Capper's Weekly the best paper going.—R. C. N., Sterling, Colo.

I surely do love Capper's Weekly, I hope to get it again this week. The other paper is as good.—Mrs. F. S., Cawker City, Kansas.

Our 28-line ad which appeared in the December issue of your paper proved highly successful. Please run this ad for us in your first January issues.—S. Co., Mass.

My wife and I differ on the new dress Capper's Weekly wears, so I guess it makes no difference which one we wear, for we nearly squabble over it to see who reads it first.—O. S., Liberal, Kansas.

We look forward with great pleasure to the coming of Capper's Weekly.—Mrs. P. G. G., Nowata, Okla.

I am enclosing \$1 for which please send Capper's Weekly. I certainly do not want to miss a copy as I do consider it the best paper we take.—F. C. Earlham, Iowa.

In 1925 I was a reader of your paper and after my subscription expired I waited for an agent but he did not come and I am tired of waiting. I have never had a paper I liked as well as I do your Capper's Weekly.—Mrs. W. A. D., Stillwater, Minn.

We don't think we could get along without Capper's Weekly. My two boys always want Capper's Weekly first and I am almost as anxious as they.—Mrs. L. F., Normangee, Tex.

I am enclosing \$1 for Capper's Weekly, as my subscription expires soon. Your paper is a good paper to read, so I don't want to miss any issues.—J. A. B., Dalton, Mo.

I herewith enclose my renewal for Capper's Weekly. I receive several newspapers and magazines but none I like as well as Capper's Weekly.—W. C. M., Point Pleasant, Mo.

I couldn't do without Capper's Weekly. I left off several of my magazines this year, but couldn't leave off Capper's Weekly.—Mrs. J. B., Elmore City, Okla.

## 100% Farm, 50% Small Town Circulation

(Plus

# How to Handle Salesmen's Complaints by Mail

This Company Has to Keep a Force of 1,000 Men Happy and Letters Are Practically Its Sole Contact

By Frank B. Mahon

Sales Promotion Manager, The Fyr-Fyter Company

**M**ANY a good salesman has been lost by improper or thoughtless handling of his complaints.

Even though some salesmen seem to survive a number of such letters, the damage is being done just the same, and the result will show up when the offended salesman allows his business to fall off and starts looking around for another job. He thinks "the house" is composed of a bunch of chair-warmers who don't know the first thing about what a salesman is up against.

Mistakes will occasionally happen in the best regulated offices, and it is frequently hard to avoid misunderstandings between individuals who are not personally acquainted and who have no opportunity to talk things over.

The Fyr-Fyter Company, in handling its force of over 1,000 salesmen almost entirely by mail, has had to develop the art of letter writing to a high degree. As a result of our work along this line, we do not believe any worthwhile men have been lost through improper handling of correspondence within the last year. A spirit of loyalty has been built up among this large body of men, most of whom have never met a representative of the home office, personally.

Some of the principles of handling complaints which have helped us to handle salesmen's grievances satisfactorily to all concerned, are included in the following extract of one of our "Better Letters" bulletins on the subject of complaints. These go to our sales correspondents.

\* \* \*

The first thing to consider in handling any complaint is the attitude we are going to take, as

our own mental attitude governs the tone of our letter.

Whether the salesman is right or wrong, the tone of our letter must be courteous and friendly. We must remember that when a man writes a complaint he is usually "sore." He thinks he has not been treated right. He has a chip on his shoulder. You know that when a man is "mad" he won't listen to reason—he won't believe you, and the more in the wrong he is, the worse he hates to admit it.

Suppose we read his letter and get "mad," too, and decide to "tell him a few things." This may relieve our feelings a lot, but we are not here to relieve our feelings—we're here to build business. It may be some satisfaction to us to tell him what we think of him, but it is a lot more satisfactory—and more profitable—to control our feelings and do all we can to keep his orders coming in. It is well to remember that he is on the producing end.

When a man is "up in the air" about something, he needs first to be brought down to a sane and impartial consideration of the facts. If he has suffered any loss or inconvenience, he wants attention and sympathy, and he wants us to appreciate his position. Likewise, we want him to consider and accept our explanation, and the only way we can get him to do this is to show him that we have given careful consideration to his complaint. Therefore, the first point in handling a complaint is: don't get "sore."

Look at the matter squarely; consider what grounds for complaint he has, and what inconvenience he has suffered. Remember that our job is not to prove him wrong, but to keep his



business. If we prove him wrong and lose his business, what have we gained?

### *Be Friendly.*

Conciliate first. Thank him for writing to us and giving us the opportunity to straighten things out, as we want him to understand all the facts; or assure him that we have given the matter very careful consideration with a view to arriving at a settlement that will be fair to all. That is what he wants and if we let him know at the start that we want to do just what is right, he will consider what we have to say.

If he wants something that we can just as well give him, it is a good idea to tell him at the start that we are doing it. If we have made a mistake it is well to admit it, as he will think more of us if we admit our mistakes, than if we are always trying to get out of them. Then assure him of our intention or desire to give him better service in the future.

If the salesman is wrong, we should at least thank him or be "glad to have the opportunity to explain matters," and then tactfully point out the facts. Sell him on our side of it. There is a good reason for all of our policies and if we explain matters carefully, he will see things the way we do.

In handling a complaint, a long letter is usually much better than a short one. The very fact that we are writing at length to explain matters, is in itself proof of our desire to do the right thing, and shows a consideration of him that he will appreciate. A short, blunt letter answering a complaint pours oil on the fire of his resentment. Short sentences should also be avoided, as they make the letter sound blunt, rather than soothing.

### *Don't Argue.*

An argumentative letter that simply tries to prove that the other fellow is wrong, increases his antagonism. If we tactfully and carefully explain the facts and show that our policy is just and for the benefit of all, we can be sure that after he considers the facts he will realize the necessity,

or the advantage to him, of our action in the matter.

If a man is unreasonable, that is no reason why we should get "hard boiled" or assume a superior attitude. On the contrary, it is all the more reason why we should handle him considerably and tactfully in order to make him "see the light," and keep his good-will, too. We do not have to be weak or give in to him, but we do need to sell him on our ideas. We must show him that we are reasonable people and that we expect him to be reasonable, too. There are very few people who will not recognize the right thing and do it, if you put it up to them in the right way, or who will not respond to considerate treatment.

### EASIER TO KILL SALES THAN TO MAKE THEM

Even an unreasonable request can be turned down in a way that will make a friend of the other fellow—a booster, instead of a knocker. It's much easier to kill sales than to make them, and a knocker can do more damage than a new salesman can overcome in a long time. Every business is built on good-will and when you destroy good-will, you undermine your business.

If we have to turn down a request of some kind, or correct an error on the part of our reader, it is a good policy at times to close with something on another subject—something designed to show our co-operation or good feeling.

The rule then for all complaints is:

First—Get the right mental attitude—characterized by good-will and justice.

Second—Conciliate.

Third—Explain, and sell him on the fairness of your position.

Fourth—Assure future satisfaction and show your good feeling.

\* \* \*

In most cases of misunderstandings, there is some fault on both sides. The salesman who is "sore" will put all the blame on the company, and if the one who answers the complaint gets "sore," too, he will lay it all back on the

# Here are FACTS

The Press is your **FIRST BUY** in Cleveland for  
Advertising that appeals to **M E N**

**A**DVERTISERS who sell to women and advertisers who sell to men are telling you here—with lineage figures that show how they spend their own money—which Cleveland newspaper is read by **MEN**.

Advertisers of men's clothing, tobacco, and radio must seek an audience composed primarily of men, for men are the buyers of these commodities.

This is what happened in Cleveland in the 12 months of 1926—The Press published more advertising of *men's clothing* than the daily Plain Dealer, the Sunday Plain Dealer, and the Sunday News COMBINED, and 268,232 more lines than the daily News.

The Press published nearly 25,000 more lines of *tobacco advertising* than the daily Plain Dealer, three times as much as the Sunday Plain Dealer, 84,000 lines more than the daily and Sunday News COMBINED!

The Press published nearly 40,000 more lines of *radio advertising* than the daily Plain Dealer, the daily News, and the Sunday News COMBINED!

	Press	D. Plain D.	S. Plain D.	D. News	S. News
Men's Clothing .....	636,610	478,490	84,162	368,378	21,229
Tobacco .....	262,659	237,680	76,595	148,472	29,929
Radio .....	280,058	58,316	266,175	131,465	31,856
Total .....	1,179,327	774,486	426,932	648,315	83,014

Press Lead over Daily Plain Dealer .....	404,841
Press Lead over Daily News .....	531,012
Press Lead over Sunday Plain Dealer .....	752,395
Press Lead over Sunday News .....	1,096,313

# The Cleveland Press

Detroit  
San Francisco

NATIONAL REPRESENTATIVE

250 Park Avenue, New York City

L A R G E S T

D A I L Y

C I

ALLIE  
10 N. M  
C U

# What PROVE!



For local merchants the 6-day Press published 135,177 more lines of *men's clothing* advertising than the 7-day Plain Dealer, and 236,718 more lines than the 7-day News. For local merchants the 6-day Press published 62,800 more lines of *Radio* advertising than the 7-day Plain Dealer, and 68,200 more lines than the 7-day News.

Press circulation is wanted. No circulation schemes ever employed.

## Press



SCRIPPS-HOWARD

*First in  
Cleveland*

ATIV

York Co

C I

ALLIED NEWSPAPERS, INC.

10 N. Michigan Blvd., Chicago

C U L A T I O N

I N

S e a t t l e  
L o s A n g e l e s  
O H I O

salesman. Both will defend themselves and blame the other, and as a result will get nowhere. But if the correspondent takes the attitude that the company will do what's right, and knows the salesman will, too, they can get together on a mutually satisfactory basis, and pleasant and profitable relations will be continued.

The following is an example of how this policy works out in actual practice:

#### PROMPT ACTION TO KEEP FRIENDSHIP

One salesman had been doing an excellent business in a distant territory. Then he had some slight difficulty regarding shipments, and nothing further was heard from him for about two months. Repeated letters inquiring as to his intentions brought no response. Finally, another man in the same territory who had not been previously connected with us, sent in an order for a salesman's stock, saying that the first man had quit. Through an error this order was shipped. The first man was soon heard from, with a long, sad story of how he had worked and built up our business, and then we had gone and put another man right in his territory. After five pages of the most bitter complaint, he said:

It is an insult. I don't care whether these words hurt your feelings or not, and I have nothing to apologize for. I am stuck with a supply of goods, which I would not have had if I had not been sick, etc. If you do the same by the other men as you have done with me, you won't have a man on the sales force left in twenty-four hours.

Here was a case where there was some fault on both sides. Although we had no means of knowing that our man was sick, we should have taken more trouble to find out about him before opening up the territory to the other man. In view of the facts now brought to light, it was obviously to our advantage to keep our regular man's good-will and keep him working, and the fair thing to do, although we might have decided that it was all his fault for not writing to us that he was sick, etc.

The following is a part of the letter that handled the situation:

Dear Mr. ———: We know just how you feel about our mistake in selling to Mr. ——— there in your own town, and are certainly sorry that this happened. Orders have been issued that no more shipments will be made to Mr. ———, and he has received notice to that effect.

We appreciate the fact that you have done a great deal of work in acquainting the people of your section with Fyr-Fyters, and that you have a right to cash in on this. The way things are arranged now you will have a clear field. Of course, the whole matter would not have gotten mixed up this way, if we had known what your intentions were, but as you will realize, we had not heard from you for some time.

In view of the facts that you have pointed out, it is not likely that Mr. ——— has cut into your business very much. Nevertheless, we regret the fact that anybody else got a chance to sell Fyr-Fyters in your territory.

Now Mr. ——— we have apologized for our mistake, and fixed everything so there will be no more trouble in the future. We are doing this gladly and with a good spirit, because we want to do what is right with you, and I feel that you are going to come right back in the same spirit and tell us that you are going ahead and carry out your plans to build up your Fyr-Fyter business.

We are not asking for any orders now. Clean up your stock and order as you need them. We will give you every consideration, and as long as you show us that you are doing your part, we will take care of you.

You have a good foundation to work on, and ought to make a lot of money next year. What do you say?"

As the result of this letter, we promptly received the following reply:

Yours of the 17th at hand and contents noted, and in reply will say that I sure appreciate the acknowledgment of the mistake, as I know where I am at now. The little friction we have had may do us both some good. A storm always does some good. Even a brain storm helps once in awhile. After the clouds float away both will prosper by it, and I will assure you that I am going to try and do my part. Yuletide or Christmas time is no time for ill will, so let's forget all, and get busy and work in harmony for 1926.

Wishing you a Merry Christmas and a Happy New Year, I am. Yours truly.

While it is extremely important that we know how to handle the complaint after a difficulty has once arisen, we can do a great deal to prevent misunderstandings from arising. The following are suggested as good ways in which

to prevent the more common complaints and dissatisfaction among salesmen.

1. Realize, first, that the salesman is dependent upon his orders for a livelihood. His orders depend largely upon the service he can render his customers. If he asks for information about prices, deliveries, service or anything pertaining to an order for one of his customers, it is extremely important to him that he gets all of this information, and gets it promptly, as the completeness and exactness of the information may determine whether or not he lands a big order. In other words, see the matter from his point of view and do what you can to help him get the business.

2. When you receive a letter relating to several different things, check or underscore each item as you answer it and give a paragraph to each. Check over it and make sure that you haven't overlooked anything.

3. Be absolutely specific and clear on all questions relating to special quotations, and commissions, so that there will be no misunderstanding on these important points.

4. Answer all questions specifically. Even though they seem unimportant to you, they may mean money lost or made for the salesman.

5. If he requests advertising or other supplies that are sent separately, tell him you are sending them so he will know you haven't overlooked his request. Remember, he is not a mind reader.

6. If the salesman requests information that you are giving him in enclosures, tell him that it is in the enclosures. He will read the letter first and if you say nothing about it, he may not look in the enclosures, but will write to you again.

7. Remember, always, that considering the salesman's point of view, accuracy, completeness and promptness prevent misunderstandings, long drawn out correspondence, complaints and dissatisfaction. These things build loyalty, good-will and better business.

## Chain-Store Sales Reports for 1926

The First National Stores, Inc., New England chain grocery stores, reports sales for 1926, of \$59,081,055, against \$54,523,495 for 1925.

The Kroger Grocery & Baking Company reports sales for 1926, of \$146,051,433, against \$116,235,437 in 1925.

The Childs Company, chain-restaurant operator, reports sales for 1926, of \$25,978,421, against \$24,338,940 in 1925.

Waldorf System, Inc., Boston, chain-restaurant operator, reports sales for 1926, of \$13,463,222, against \$12,832,953 in 1925.

Sales of the H. C. Bohack Company, Inc., chain stores, in 1926 amounted to \$21,100,000, against \$19,395,241 in 1925 and \$18,703,468 in 1924.

The above information supplements the list of chain store sales for 1926 reported on page 144 of the January 13 issue.

## Appoint Milwaukee Agency

The Oelerich & Berry Company, Chicago, Ill., molasses, syrups and preserves, has appointed Freeze & Vogel, Inc., Milwaukee, Wis., advertising, to direct its advertising account. This agency also will direct the advertising account of the O'Neil Oil Company, Milwaukee, Velvet petroleum products. Newspaper and outdoor advertising will be used for the latter account.

## F. R. Farnham Joins Wm. H. Rankin Company

Frank R. Farnham has joined the copy staff of the New York office of the Wm. H. Rankin Company, advertising agency. He was previously an account executive for Frank Seaman, Inc., and the Charles W. Hoyt Company, Inc., New York.

## Mexican Southern Pacific Plans Campaign

An advertising campaign is being planned for the Southern Pacific Railway of Mexico, a subsidiary of the Southern Pacific in the United States. This campaign will be directed by Hoag & Ford, Los Angeles advertising agency.

## T. C. Kingston Advanced by the Osgood Company

Thomas Carlyle Kingston, sales manager of the Osgood Company, Chicago, commercial photography and photo-engraving, has been elected vice-president. He will continue in charge of the sales department.

## New Business at Santa Rosa

The Advertising Bureau of California is the name of a new business which has been organized at Santa Rosa, Calif. George R. Desch, who has been engaged in advertising and publishing work in Montana, is manager.



862,000 Packages  
Sold in Iowa in 7 Months

*Vs.*



500,000 Cans  
Sold in Iowa in 4 Months

## Who Made The Best Sales Record?

“Although you have a wonderful story on the success of Bean Hole Beans (p. 49 of December 29th Advertising and Selling), we believe that the sales success of Pabst-ett in Iowa is even a greater tribute to the value of the advertising and merchandising of The Des Moines Register and Tribune.

Five hundred thousand cans of beans are quite a little, but I want to give you some figures regarding Pabst-ett which we believe go Bean Hole Beans one better. Pabst-ett advertising in The Des Moines Register and Tribune began May 17th, 1926. You will recall the attached 4-page dealer broadside which you published and mailed to every wholesale and retail grocer in Iowa.

Mr. W. R. Patterson, general manager of the cheese division of the Pabst Corporation, informed me today that the sales of Pabst-ett in Iowa from May until the end of the year were considerably over 12,000 cases, or more than 862,000 25c packages.

Bear in mind that Pabst-ett was an entirely new product with which the public was not at all familiar, whereas everyone knows what baked beans are.

The only newspaper used in Iowa to attain this remarkable sales success was The Des Moines Register and Tribune. It is true that a Davenport newspaper was used, but this was a part of the campaign in the Tri-Cities (Davenport, Moline and Rock Island), and Tri-Cities sales are not counted in the Iowa total inasmuch as they are included under Illinois.

We knew when we selected The Des Moines Register and Tribune to carry the story of Pabst-ett throughout Iowa that this one great newspaper was capable of doing the job single-handed. Our judgment certainly has been more than confirmed by the splendid showing of Pabst-ett, 'the new and finer food,' in your market."

Klau-Van Pietersom-Dunlap-Younggreen, Inc.

Milwaukee, Wisc.  
Jan. 10, 1927.

By F. V. Birch.

**L**OCAL merchants bought more space in the roto-gravure section of The Free Press during 1926 than in the other Detroit paper printing a roto section.



Local merchants did the same thing in 1925, although The Free Press increased its leadership in local roto-gravure advertising during 1926 by thirty-five times the 1925 figure.



The local roto line-age printed by

The Free Press during 1926 totaled 91,868 lines, which figure tops the "heap" here by 14,616 lines.



Your "story in pictures" leaves nothing unsold, unsaid, undone, untold, if it be presented FIRST through the roto-gravure sections of The Sunday Detroit Free Press.

## The Detroit Free Press

VERREE &

National

New York

Chicago

Detroit



CONKLIN, INC.

Representatives

San Francisco



# Finding the Right Channel of Distribution

The Wasmuth-Endicott Company Had to Try Nearly a Half Dozen Outlets Before It Found a Satisfactory Marketing Method

**O**FTENTIMES it may require considerable "feeling around" to locate the proper distribution channels for a new product. When the Wasmuth-Endicott Company brought out its new line of built-in units of kitchen equipment, it had to try out nearly a half dozen different channels of distribution before the right method was found for effective marketing in volume. But when the right distribution plan was discovered the growth began which has brought the new item to a place of predominance in the affairs of the firm.

In 1911, the Wasmuth-Endicott Company was organized to take over the affairs of the defunct Andrews Cabinet Company. One of the lines of the old institution had been a cheap kitchen cabinet marketed almost exclusively through some of the mail-order houses.

The new owners changed over at once to a quality product, adopted the trade name "Kitchen Maid" and marketed their line through high-class retail stores. These "Kitchen Maid" cabinets remain an exceedingly important feature of their business.

But about three years ago, a demand started for built-in kitchen equipment on the sectional unit plan to be installed in apartment houses and private residences and Wasmuth-Endicott decided to specialize on that sort of equipment. So new designs were brought out and attractive illustrated literature was prepared.

The great problem proved to be finding the proper marketing plan. First, dealers handling the "Kitchen Maid" line of kitchen cabinets were urged to take on a small line of the new units. Many did so but failed to sell even the samples ordered!

Then the company sent an exhibit to the big Chicago furniture

show, with demonstrators to explain the new features and talk to dealers. Many retailers grew greatly enthused and put in the line. But repeat orders amounted practically to nothing.

The next point of attack was the contract departments of big department stores. These people are called on frequently to equip hotels and apartment houses, so they seemed to be a logical outlet for a line of this sort. But they, too, failed to produce any worthwhile volume.

Lumber yards and building supply dealers were the next outlet looked into. But these firms are so used to delivering only what the customer asks for specifically that they couldn't seem to do much with articles that had to be demonstrated and sold.

Regular wholesale salesmen of the company, accustomed to selling to retailers, proved unsuccessful when they attempted to sell to the consumer direct and their time was diverted from more productive channels into those where they seemed unable to show a profit.

## RIGHT MEN FINALLY FOUND

Finally, after all these futile attempts, the proper combination was discovered! Salesmen selling other specialties which had to be demonstrated and sold direct to the architect and builders, high-type specialty men, accustomed to win out over obstacles—these were the men who could market in paying volume a line like the built-in units.

So the company sought out in each large city conspicuously successful salesmen of electric refrigeration systems, salesmen for door beds, garbage incinerator men, and so forth. These men already had contacts with architects and builders and enjoyed their confidence and could sell

them the built-in sectional units.

With the aid of this new selling force, large apartment houses in the cities were equipped, one house alone requiring twelve carloads of "Kitchen-Maid" units. The line consists of built-in kitchen cabinets, closets, pantries and so forth in various sizes, refrigerators to inset into the built-in units, broom closets, breakfast nooks, etc. The goods are furnished in white or gray enamel or primed only, to be finished to match other woodwork.

Consumer demand is being built by advertising in leading women's magazines. The company also uses business papers extensively, as well as those going to the architectural and contracting trade and those magazines appealing to the house owner and home lover.

The next step will be a broader appeal to the individual home builder and to the owner who may install the built-in units in old houses. This again may involve another search for the right outlet, for none of the existing channels is adequate for that purpose but the Wasmuth-Endicott Company is convinced that by the same process of elimination it will, in time, find the proper channel to reach the market also.

### W. A. Arner Joins The Paul Cornell Company

W. A. Arner, formerly with the business department of The Corman Company, Inc., New York, has joined the staff of The Paul Cornell Company, Inc., advertising agency, also of New York. He will have charge of mechanical production.

### Advanced by the John Clark Sims Agency

Lawrence W. Burns has been elected vice-president of the John Clark Sims Company, Philadelphia advertising agency. He has been with this agency for the last six years.

C. E. M. Irwin has been elected assistant to the president.

### American Car & Foundry Advances C. D. Terrel

Carey D. Terrel, assistant vice-president of the American Car & Foundry Company, Detroit, has been elected a vice-president of the company, with headquarters at Chicago.

### New York Newspaper Interests Meet at Syracuse

Conventions were held last week at Syracuse, N. Y., by the New York State Publishers Association, the Associated Dailies and the New York Press Association.

Frank E. Gannett, head of the Gannett chain of newspapers, was elected president of the New York State Publishers Association. Other officers, also re-elected, include Jerome D. Barnum, of the *Syracuse Post-Standard*, first vice-president; Arthur D. Hecox, of the *Albany Knickerbocker Press*, second vice-president; Charles A. Congdon, of the *Watertown Times*, secretary, and Gardiner Kline, of the *Amsterdam Recorder and Democrat*, treasurer.

It was announced that a campaign will be started shortly in about seventy-five up-state dailies to interest advertisers in the possibilities of advertising in the State of New York. The advertising bureau of the association has prepared the campaign.

The association voted to ask for a charter for the proposed publishing university, the American Newspaper Publishers Institute, at Ithaca. The projected incorporation would operate the Empire State School of Printing and the Empire State School of Engraving, also at Ithaca. Many courses, including editing and editorial writing, will be added to the schedule of the schools.

At the meeting of the New York Press Association, Eric C. Hopwood, president of the American Society of Newspaper Editors and editor of the *Cleveland Plain Dealer*, spoke on "Journalistic Salvation." Many representatives of the other associations attended this meeting, which celebrated the seventy-fifth anniversary of the Press association.

A joint meeting of the Associated Dailies and the New York State Publishers Association was held on January 26. Frank L. Rogers, of the *Gloversville Leader-Republican*, was elected president of the Associated Dailies. E. M. Waterbury, of the *Oswego Palladium-Times*, is vice-president, and E. S. Underhill, Jr., of the *Corning Leader*, secretary-treasurer.

### R. D. Rainey with Wand Publications

R. D. Rainey, advertising manager and assistant editor of *The Citrus Industry* and *The Fish and Oyster Reporter*, both of Tampa, Fla., has joined the J. Ben Wand Publications, Jacksonville, Fla. He will be business manager of *The Southern Drug Journal*, *The South-eastern Hotel Journal* and advertising director of *The Southern Lumber Journal*.

### Joins The Buzza Company

Miss G. A. Tanberg, formerly with the advertising department of the *Dakota Farmer*, has been appointed assistant advertising manager of The Buzza Company, Minneapolis.

## 28,900,824 Lines For 1926 A Gain Of 2,331,626 Lines Over 1925

That's The Star's record for 1926 placing it fourth of the 7-issues-a-week newspapers of the entire country.

Indicative of The Star's supremacy in its field the following figures are significant:

The combined lineage of the four other Washington newspapers for 1926 total only 336,117 lines more than The Star alone carried.

In local display for last year The Star printed 19,944,122 lines or 398,834 lines MORE than its **FOUR CONTEMPORARIES COMBINED.**

The Star offers advertisers complete coverage, plus the complete confidence of its community—as is reflected in the above figures.



## The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Eastern Representative

Dan A. Carroll

110 East 42nd Street

New York, N. Y.

Member of

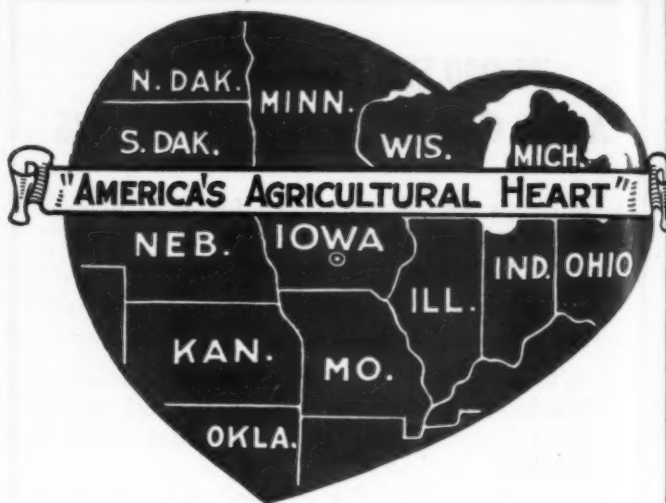
The Associated Press

Western Representative

J. E. Lutz

1110 Tower Building

Chicago, Ill.



## Setting a Standard in Farm Circulations

**S**UCCESSFUL FARMING'S main method of building its circulation has been one of the outstanding factors in maintaining its present leadership among general farm papers.

From three important sources we have drawn our readers—farm owners, substantial farmers, and our own list of

E. T. Meredith, Publ

Des 1

# SUCCESSFUL

"The Backbone of Most Successful Farming"

expirations. During the past year, between five and six million letters and circulars have been mailed to these farm people—all of them living on farms in the prosperous "Heart States," the Primary farm market.

In the past five years, more than twenty million mailings have been sent to these selected lists.

And what has happened? Choosing, thusly, to control our circulation, selecting the substantial farm people from the richest farm territory, we have built up an unsurpassed circulation.

This circulation is voluntary—the type of subscribers who are willing to pay the regular price. It is genuine farm circulation—the standard among experienced advertisers.

Prepare your farm paper list with care—with all the facts in mind. As for Successful Farming—its circulation, its market and thorough coverage cannot be matched.

Des Moines, Iowa

# FARMING

ing Campaigns in the Farm Field"

# A Highly Desirable Customer



Would you visualize the Texas customer? Here is your man: Keen, progressive, practical, prosperous. Quick to judge and choose, a good citizen—and a reader of *The Dallas News*.

Drop a few years and add a lighter touch of gayety and you'll have *Mr. Dallas*—who reads *The Journal* in the evenings.

**P**EOPLE of substance in the Dallas territory read *The News* or *The Journal*, or both.

Here is the Greatest State's richest market area. Here are two papers that cover it adequately—*The News* blankets the entire area in the mornings, *The Journal* circulates through the city and suburbs in the evenings.

Texas' hundred-million-dollar crop increase of 1926 has reacted favorably upon all business.

Advertisers are urged to take advantage of *The News* and *The Journal's* combination rate. One order—one copy—one billing.

## The Dallas Morning News The Dallas Journal

*An Optional Advertising Combination*

# Why Industrial Advertising Attracts Good Salesmen

Do Technically Trained Salesmen Seek Service with Advertisers or Non-Advertisers?

THE CAPLES COMPANY  
NEW YORK

Editor of PRINTERS' INK:

Have you an answer for this one? Last week the head of a great industrial institution, after talking with his sales manager, said to us that he did not believe his organization could go into an advertising campaign because their problem "now seems to be to get some men who have had factory training to go out and call on present customers and at the same time try to find new ones."

The products are manufactured by this organization is sold to other manufacturers in the fabrication of their goods. The products appeal to a wide range of fabricating manufacturers ranging from the automobile and radio industries to advertising novelties, etc.

Our contention is that a well-prepared and executed advertising campaign would fill the present need of calling on old customers and interesting new ones and that the advertising would also bring in applications of likely sales timber to fill out this manufacturer's sales organization.

We feel that our claims are basic as there is certainly nothing that attracts salesmen more than advertising. It assures the potential salesman that the manufacturer is progressive and that the product must be of a standard of quality in order to justify the advertising effort. Thus we claim that the advertising campaign would meet this present need of calling on customers and potential customers besides gradually filling up his sales organization with the right sales timber.

As obvious as this may seem to be we have been unable to find concrete cases to substantiate our claim. We have pored over our copies of PRINTERS' INK for years past and have consulted your card indexes but thus far we have not unearthed a case on all fours with this situation.

If you could give us—or if the readers of PRINTERS' INK could give us—some concrete cases in point, we could undoubtedly bring a new advertiser of highly meritorious products into the advertising field. Any help you give us will be sincerely appreciated.

THE CAPLES COMPANY,  
N. J. DONOVAN,  
Vice-President.

THE pages of industrial publications abound with the names of manufacturers who have at various times in their histories suffered loss of business through scarcity of salesmen.

The condition is recurrent and more or less general. Calling on a few manufacturers who make articles or materials sold to other manufacturers for incorporation in their products, we found that this condition troubles the new advertiser, the non-advertiser and the in-and-outer more than it does the confirmed, year-in and year-out advertiser. Any successful advertiser in this classification is an example such as our correspondent is looking for. In this group are a long list of producers of raw materials and the makers of semi-finished products. To mention any of them by name is to recite some of the advantages of advertising, which would include such things as attracting and holding good salesmen, holding customers when salesmen go to other organizations, developing new fields, bridging buying seasons, stabilizing markets, increasing organization morale, attracting financial support, reducing the cost of manufacture and giving the company a reputation as a live and progressive institution.

There is this difference between the general and industrial fields, that in the latter field products have special applications. When the product is sold direct, i. e., where it does not go through the jobber and retailer, it is usually necessary to concentrate sales efforts on one field or a few fields at a time. Among the first users of stainless steel were cutlery manufacturers. Later, other users were added, such as makers of golf clubs, firearms and automobiles. Materials used in the fabrication of other goods usually have to comply with specifications. There is a preliminary period of laboratory research, and experiment by chemists and engineers. In the beginning, new markets are scouted for, not by missionary salesmen calling on purchasing agents, but by the

technical experts in the laboratory.

Advertising in the industrial field is of later development than advertising in the general field. In all branches of industry there are some very large concerns and innumerable smaller concerns which have been established for many years and have never advertised, or whose expenditures for advertising have no decimal equivalent, they are so small compared with the volume of sales. One reason why industrial manufacturers have been slow to understand and use advertising is that the production side of industry has received far more attention than the selling side. That is not so strange when one stops to think about it. It would have been strange indeed had it been the other way around.

The manufacturer of a raw material or semi-finished product grows from a small beginning. Once in a while, a manufacturer from a remote field will knock at his door and say, "Show me how to use your product," but generally new applications are devised one at a time and are carried to the new field. It is not so long ago that the word "salesman" was anathema in industrial circles. "We don't have *salesmen*," we heard a steel man say last summer, with fine scorn for all that the word "salesman" might imply; "we have engineers." Just so did many industrial manufacturers speak of advertising—"Advertise our product? Do you think it is sold in drug stores?"

Even in the industrial field, the question, "Is advertising a good thing?" is not heard so often as it used to be. The demand from every side is for examples of particular applications of advertising for solving this and that problem. Under this head, **PRINTERS' INK** has published a long list of articles on such angles of the subject as price as a talking point, featuring scientific tests, selling by mail, inquiries as a lead to sales, determining the size of an advertising appropriation, unselfish selling or advertising the industry, the value of news in advertising

copy, the use of testimonials, small space versus large space, the use of historical themes, and many others. A list of these articles is available.

As for the names of manufacturers who are regular advertisers and who must therefore have found that advertising helps to provide salesmen and keep them, there are several whose experience should furnish at least one example of a "case on all fours," namely, Armco Iron, Stainless Steel, Timken Bearings, Monel Metal, Bakelite, Cromel Resistance Alloys, Agathon Alloy Steels, Copper & Brass Research Association, and the Sheet Steel Trade Extension Association, to mention only a few. In the field of general products, innumerable cases are on record of how advertising attracts and holds salesmen. A very recent example is described in **PRINTERS' INK** of January 27, 1927, page 143—"Advertisers Get Pick of Personnel."—**[Ed. PRINTERS' INK.]**

### W. F. Oakley Joins Benjamin & Kentnor

William F. Oakley has joined the New York staff of the Benjamin & Kentnor Company, publishers' representative. He has been Eastern advertising manager of the American Press Association, New York. For some years he was in charge of national advertising for the Munsey newspapers and at one time was manager of national advertising of the New York American.

### Advanced by Gainaday Electric Company

C. B. Barton, secretary in charge of sales of the Gainaday Electric Company, Pittsburgh, household appliances, has been elected vice-president. He will continue in charge of sales.

W. H. McBride, advertising manager, is now secretary and will continue to direct advertising and sales promotion activities.

### Sporting Goods Account for Shelby Agency

The Rawlings Manufacturing Company, St. Louis, maker of sport and athletic goods, has appointed the Shelby Syndicate, St. Louis advertising agency, to direct its advertising account. Publications reaching sporting goods dealers, newspapers, and direct mail will be used.



# First in Albany in 16 Major Classifications

With the close of 1926 THE TIMES-UNION completed its 73rd consecutive year of leadership in Albany, N. Y. AHEAD by 2,084,620 lines of advertising and FIRST in the following 16 of the 19 advertising classifications:

Amusements and Theatres

Automobiles

Auto Accessories

Department Stores

Women's Wear

Men's Clothing

Foods and Groceries

Furniture and Household

Electrical and Radio

Musical Instruments

Jewelry

Toilet Articles

Drugs

Shoes

Tobacco

Miscellaneous

2nd in  
Hotels and Resorts  
Railroad and Steamship

3rd in  
Financial and Banks

## The Times-Union

FIRST IN ALBANY, N. Y., BY EVERY  
POSSIBLE LOGICAL COMPARISON

Rodney C. Boone  
9 East 40th St.  
New York

H. A. Koehler  
Hearst Bldg.  
Chicago

Louis C. Boone  
Book Tower Bldg.  
Detroit

S. B. Chittenden  
5 Winthrop Sq.  
Boston

F. M. Van Gieson  
Monadnock Bldg.  
San Francisco

# For the thirty-third

The Globe leads  
all other Boston papers  
in total advertising



THE GLOBE'S supremacy  
in Boston is clearly shown  
by these lineage figures of the 3  
leading newspapers for the com-  
plete year 1926:

GLOBE —  
16,277,042 lines

Paper B —  
16,075,653 lines

Paper C  
12,640,354 lines

The GLOBE'S lead 201,389 lines

# The Boston

*The Globe*

Audited net paid circulation for year ending

# Consecutive year—

**H**ERE is a record to be proud of! For 1926—a banner year for all Boston newspapers—shows the amazing total of 16,277,042 lines placed in the Globe.

What better tribute of confidence in a clean, impartial newspaper than this!

How has the Globe been able to maintain for 33 years such a commanding position as an advertising medium? There is only one answer—results.

## First in department store advertising

In 1926 the department stores—Boston's keenest merchandisers—bought more space in the Globe than in any other Boston newspaper. The Globe carried 4,296,120 lines; 1,198,152 lines more than any other newspaper.



## First in automotive advertising

In 1926 the Globe carried 2,324,505 lines of automotive and accessory advertising; 667,376 lines more than any other newspaper. An analysis of these figures shows that the Globe leads in both display and classified as well as total.



## First in House Furnishings

The Globe's strength as a home newspaper is shown in Furniture and House Furnishings, including all appliances for the home. Here the Globe in 1926 carried 1,169,001 lines; 151,732 lines more than any other newspaper.



These figures tell the story of numerous merchandising successes in the Boston territory during 1926—and for all concerned they promise an even more successful 1927.

**Globe**  
sells *Boston*

March 31, 1926: Daily, 278,988. Sunday, 325,324

# Is Copy the Least Important Part of Retail Advertising?

Perhaps Retail Advertisers Could Profit Were They to Study How National Advertising's Wheels Go Round

By T. O. White

Advertising Manager, The Louis Saks Store, Birmingham, Ala.

**H**OW important is copy, as applied to department store advertising?

My own problem is very fairly representative of the problem that faces hundreds of advertising men. I am advertising manager of a large retail apparel store, neither a price store, nor an exclusive store, but doing a popular-price-and-upward type of business.

I handle an advertising appropriation of around \$100,000 a year; certainly enough money to give thought to its expenditure. Our copy averages possibly a page a day in one paper, and smaller advertisements in others. In the page advertisement will be advertised from one to fifteen or more items each day.

Ours is a prosperous city, and a highly competitive field, with the paper which carries our full schedule, well filled with advertising.

Now in a situation such as this, which is surely representative of many cities of 200,000 and upward, which is more important—to convince with copy or command attention with arresting layouts and strong illustrations?

Are we a nation of headline readers? Do people *read* newspapers or do they *look* at them? Isn't a retail store advertising manager rightfully more concerned in the merchandising of an advertisement (i. e., the arrangement of items in regard to their sales possibilities or news value) than in the actual writing of the copy?

Retail advertising that performs its function is news. This applies particularly to advertisements to women, who are not satisfied with an advertisement that does not give details as to styles, colors, sizes, price, etc.

A recent survey conducted in

Kansas City brought out that what women like most in retail advertising is a generous and balanced menu; advertising that contains a number of items. Their second choice is pictures of the merchandise.

Retail advertising which tells people what is the proper style and why, that your store has it, and at what price, performs its function to the public.

It does its duty to the store and justifies its cost when it gets the store message before the greatest number of readers of the newspaper in which it appears.

It follows that the job of the retail advertising man is to be able to know what is the big news in his particular advertisement, and to display that news in such manner that it will have greater attention value than competitive news and thus be seen by the maximum number of newspaper readers or lookers, whichever you choose to call them.

Five years of working in large retail stores, and of watching retail store advertising over the country, leave me with the conclusion that the appeal to the eye is the most consistent bell-ringer in retail store advertising. The eye-appeal reaches a larger audience, and gets results more quickly than the message that touches the pocket-book nerve through the mind.

Clean, strong, arresting layouts, dynamic illustrations and bold, easy-to-read headings will seldom fail to do the job of retail store advertising. Certainly, the successful retail advertisement must be seen, and I have listed the elements for getting attention.

Type-dress, layout and illustrations of the right character will

fix the impression you want your store to make, and make that impression on more people than a paragraph of copy, because it is more readily seen.

I know but one retail store advertising manager who believes copy to be the thing, and who lives his belief. I have observed but little retail advertising that reflects any conception, purpose or attempt to make copy anything but a part of the layout picture.

There is a banality and deadly sameness about the respective classes of retail advertising today. Perhaps we retail store advertising men are too busy being sales promoters and publicity directors to give much of our pep and personality to the preparation of advertising.

I've had a notion (kept rather private) that retail advertising could profit a good bit by adopting some of the things that make the national advertising wheels go round.

What retail advertising man is in a position to say?

### Albert Frank & Company Open San Francisco Office

Albert Frank & Company, advertising agency with headquarters at New York, have opened Pacific Coast offices at San Francisco. E. E. Albertson is manager. Until recently he was co-editor and co-publisher of *Finance and Trade*, San Francisco. Mr. Albertson had been financial editor of the *San Francisco Chronicle* and the *San Francisco Call* and at one time he had his own advertising agency at Spokane.

The Albert Frank agency now has offices at New York, Chicago, London, Boston and San Francisco.

### New Accounts for Paul Cornell Agency

The Architectural and Allied Arts Exposition has appointed The Paul Cornell Company, Inc., New York advertising agency, to direct its advertising account. The New York School of Interior Decoration has also placed its account with this agency.

### W. H. Capelle Joins "Butterick Quarterlies"

William H. Capelle has joined the advertising department of *The Butterick Quarterlies*, New York. He was formerly with *Vogue Fashions Bi-Monthly*, New York.

## National Advertisers and Publishers Discuss Problems

A NUMBER of newspaper publishers in Eastern cities attended a meeting held recently in New York by the executive committee of the Association of National Advertisers to discuss the work of the association's newspaper committee. The discussions centered principally around three subjects: The need of a typographical cleanup; enforced combination rates, and the tendency toward forcing circulation beyond the natural limits of the market.

S. E. Conybeare, president, sounded the keynote of the meeting in voicing the advertiser's opinion that he regards the newspaper as a definite arm of his sales program and, as such, he hopes for its development along the lines of making it a more efficient tool for the advertiser. Discussion of actual cases and specific problems was led by Verne Burnett, chairman of the newspaper committee. He explained that the topics chosen for discussion had been selected as a result of a questionnaire sent to members of the association.

Co-operation was promised on the part of the publishers in the association's campaign to effect a typographical cleanup. Recommendations were made for a campaign of education through trade publications and local clubs and other methods to reach local advertisers and convince them of the value of dignified display. Enforcement of a more rigid censorship of copy and a campaign to help in educating the smaller advertisers also was recommended.

Concrete suggestions and pledges of co-operation also were made to the end that desirable changes might be effected on the other two topics presented for discussion.

A similar meeting with representatives of one of the other leading advertising groups is expected to be held in conjunction with the February meeting of the board of directors.

# H. G. Wells



New York  
**DAILY MIRROR**  
*A picture newspaper*

2½ years old—a notable ex-  
 ample of the “New Type”

J. MORA BOYLE, Advertising Director, 55 Frankfort Street, N  
 Western Office, 326 West Madison Street, Chicago, Illinois

3, 1927

# lways:—

THERE seems to be a sort of periodicity in newspaper enterprises. There are periods when the bookstalls abound with newspapers and magazines which seem to be in closest touch with the periodical-buying public of the time.

"They follow this public of theirs as it grows older, in happy harmony with it. Meanwhile a new generation grows up to reading age, with new ideas, new characteristics, and new needs. For a time that generation hasn't enough pocket money or character enough to express its new requirements.

"It buys, if it buys at all, the established dailies and weeklies and monthlies. But they don't like it. They may even bore it.

"One has come to a stale period in periodical enterprises.

"Then appear new experiments and presently a new type of magazine or newspaper gets away with it, and begins to outsell all its older competitors."

That statement of Mr. Wells in the American Magazine is quoted in Women's Wear Daily, January 8, 1927, by Mr. Herbert B. Benjamin, Advertising Manager, National Cloak & Suit Co. Retail Store, New York, who says:

"This apparently is just what the tabloids are doing. And just because the tabloids are gaining a new reading public that obviously displays new desires and new tastes, they present not only a new opportunity to the advertiser but a new problem as well."

The Daily Mirror's swift rise has brought its circulation (per latest publisher's statement to A.B.C.) to

X-  
e."

street, N  
Illinois

# 371,465

# Clippings—Not a System, a Philosophy

How to Collect Clippings for a Personal File That Will Be a Business Aid

By James H. Collins

**Y**OU'VE heard the story about the clipping bureau that wrote to William Shakespeare, in care of a New York theater, offering to send him newspaper criticisms of his play "Hamlet."

Here's a better yarn, told by the manager of a clipping bureau:

One of his new clients, a hat manufacturer, put in an order for newspaper comment on hats. So the key words "Hats and caps" were given to the bureau's readers. And among the first fifty clippings sent the client was a news account of a chimney cap blowing off.

In my work, I use a good many clippings, although I can either take them or leave them alone. From time to time, research men come around to investigate my system of filing, assuming that they can pick up useful points. But that's just the point—there is no particular system.

My use of clippings is personal. I clip and put away material for my own use. The clipping bureaus are not using clippings, but filing them for other people, which is impersonal.

Do you ever grouse about the sensational stuff on the front pages of newspapers? Well, look over your newspaper clippings, and see the solid information you have culled, about your own work, or hobby, and realize that a wonderful tide of sound information is constantly appearing in the daily papers, not to say the magazines and technical journals. In trade and industrial lines, of course, the journals are years ahead of the books, and a good working library in almost any line includes a clipping file.

Now, out of this abundance, I gather certain things that prove useful to me. If I talk with a hat manufacturer, getting his personal story or opinions, it may be helpful to have my file yield two or

three clippings about basic things in the hat industry—how many hats are made by census figures, what various hats are made of, the recent crisis in the hat industry if there has been one, and perhaps a biography of this manufacturer. Anything more than that would be too much. If I extended my file much farther I would become, perhaps, an excellent clipping snipper and filer, but would not have much time to write. From time to time, thoughtful salesmen offer to send me a digest service which will give me everything obtainable on every conceivable subject. I don't want it. Too much for the money! I write mainly about people in business, with a background of information. People are the thing. A simple alphabetical file of people and trades is sufficient. Getting what I need out of the ocean of printed information is the real task.

That is the real task where clipping is done on an institutional basis, as in a corporation file, maintained to supply information on hundreds of subjects, to many workers. If the person in charge of this work centers on the filing, and neglects the clipping, the file will fail to yield the required information when requisitions are made upon it.

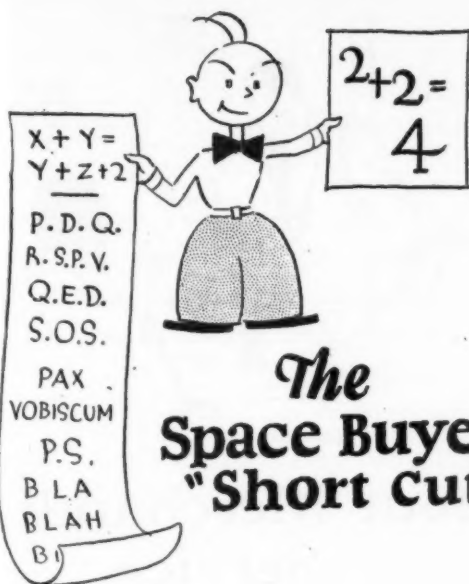
That clipping about the chimney cap blowing off was funny, the manager admitted. But it also illustrates the difference between good and bad clipping.

## HOW A CLIPPING BUREAU WORKS

In many cases, where printed information is wanted on a given subject, business concerns place an order with a clipping bureau. Sometimes they get it, and sometimes not—the results may be funny or tragic.

The reader in a bureau must work by key words like "Hats and





## *The* Space Buyer's "Short Cut"

Let the people of Portland  
decide for you.

They take more Journals  
than any other Portland  
paper.

# Oregon Journal

Benjamin & Kentnor Company, Special Representatives

900 Mallery Bldg., Chicago    2 West 45th St., New York  
401 Van Nuys Bldg., Los Angeles    58 Sutter St., San Francisco  
1524 Chestnut St., Philadelphia



## About Merchandising Service

The merchandising service rendered by the newspapers in this group is predicated upon the belief that it is a waste of money to advertise a product distributed thru the retail

Rodney E. Boone  
9 E. 40th

H. A. KOEHLER  
929 Hearst Bldg.  
Chicago

K. J. NIXON  
82 Marietta St.  
Atlanta, Ga.

L. C. BOONE  
Book Tower Bldg.  
Detroit

Chicago American  
Detroit Times

Boston American  
Boston Advertiser

and jobbing trades until that trade has been supplied with merchandise to take care of the consumer demand when created.

When a representative of this group discusses merchandising service with you, he will not indulge in generalities and painted rainbows. He will tell you just what his newspaper can and will do.

Ours is a service that takes the blue sky out of advertising and makes it an investment rather than a speculation.

Our representatives can cite countless successful campaigns that the newspapers in this group have to their credit in which intelligent merchandising service has been a major factor.

*General Manager National Advertising*  
New York

S. B. CHITTENDEN  
554 Hearst Bldg.  
Boston

F. M. Van GIESON  
541 Monadnock Bldg.  
San Francisco

FRED H. DRUEHL  
136 St. Paul St.  
Rochester, N. Y.

Albany Times-Union    Syracuse Journal  
Rochester Journal    Wisconsin News

caps," "Good roads," "Instalment buying." Each reader is given certain subjects, which she clips regularly. She scans 10,000 words a minute, or about sixty newspapers daily. It is impossible to read—her eye is trained to catch required words. She can attend to about 100 different subjects. New subjects are added constantly, and old ones dropped. She does not know what is to be done with the clippings, which are sorted by others and sent to different clients.

This accounts for the disappointment experienced by many persons when a month's subscription for clippings does not produce the information that is wanted. The readers do not have time to make a mental pigeon-hole for that subject.

Clipping is so personal that the best printed information you find, bearing on your interests, is usually what you snip out of the periodicals yourself. It is so personal that you yourself will seldom do it alike on different days.

One morning, the publications dealing with your field will be devoid of pertinent information. Next morning, any discarded paper you pick up in the smoking car yields a half dozen items bearing on the problem you must tackle when you reach the office.

The difference is in you, naturally. One day your mind is alert, keyed to a given subject, and another day it is out of gear. Herbert Spencer expressed this when he said that, if his mind was concentrated on a subject, the next man he met in the street would tell him something important about it. On this account, he did far less reading than he was given credit for, working on this principle of the alert mind attracting pertinent facts.

#### THREE SORTS OF CLIPPINGS

We all do some personal clipping, of a kind that nobody else can do for us. It is possible for others to extend this personal clipping, by studying our particular interests. And there is a great deal of printed matter which can be clipped and filed impersonally, for an organization, which may

have great personal value under certain conditions. Certain publications, of which **PRINTERS' INK** is an outstanding example, cannot be readily clipped for the purposes of an organization. Hundreds of companies find it advantageous to keep all the copies intact and rely on the files in the **PRINTERS' INK** office to supply references.

Let me illustrate these three kinds of clippings with the recent personal experience of a Los Angeles bank officer:

In Southern California today, there are a great many industrial enterprises in various stages of development, ranging all the way from new promotions to settled investments. This bank officer is concerned with financing several enterprises which are soundly speculative. Stock swindlers have discovered that when the shares in an enterprise of that kind have been sold to investors, there is a sag in confidence, and generally a drop in the market quotations for the stock. The "sharpshooter," as they call him in California, plays upon this apprehension, and persuades the owner of a good speculative stock to exchange it for something worthless. The bank officer wondered what might be done to sustain confidence in a good speculative industrial stock during this anxious period, and to persuade investors to hold their shares.

One morning, while his mind was centered on that problem, he saw in an article in a technical publication summarizing the early history of United States Steel. Today, the Steel corporation's shares are stable investments in the mind of the public. But there was a time when they were speculative, and open to just such raids. Investors who put them away in their deposit boxes, and ignored the market quotations, and bought more when the price dropped—once it went down to 11 on the common, twenty years ago—were richly rewarded for their confidence. His frame of mind made him see the connection with several industrial issues lately marketed by his organization, and he used the story of United States

Steel as the basis of a form letter.

That was a personal clipping. No clipping bureau would have cut it out for him on any system of key words. Even his secretary would not have seen the value, to him, of the purely historical article, because the whole point was contained in a few lines.

But his secretary, or the bank librarian, could easily catch the significance in data of that kind, and clip other articles of the same nature. And a general clipping file for a large business organization would probably yield clippings about the early history of other corporations. It was his personal application of an incident in a clipping that gave the clue.

#### GET A PAIR OF SCISSORS

Clippings are so important in business that, if you want to know what is going to happen in your line tomorrow, you'd better get a pair of scissors, and begin looking for clues.

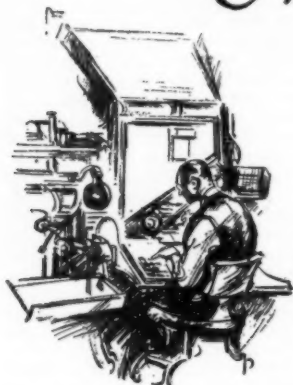
Just now, for instance, the trade press and the newspapers are full of articles about instalment buying. Five years ago, the most alert reader in a clipping bureau would have found nothing on that subject. Yet it was reflected in publications, if one knew where to look, and a manufacturer of what has since become instalment merchandise would have found information forecasting the future trend. Some of the trade journals were dealing with the first big wave of instalment buying, which had come to grief in the turning back of musical instruments during the business depression following the after-war boom. Other journals were reporting the organization of finance corporations to increase the sales of apparatus like electric washing machines and vacuum cleaners, which had been hampered by difficulties in purchasing for cash. A couple of discharged army officers, with no electrical experience, and little in selling, had begun canvassing Newark with a force of men, and discovered that hundreds of homes without electricity could be wired with the aid of these finance companies. The basic appeal of the

instalment method was there, and intelligent reading, clipping and interpretation would have furnished a pretty good text-book on the subject, when no such book had been thought of, much less written or published. Today, radical changes may be foreshadowed in this field. For here and there, among the many articles explaining and approving instalment buying, you can find occasional articles opposed to it. On the principle that most things as far-reaching are eventually overdone, these "anti" opinions may be of great significance five years from now, and the student of business trends who collects them may have valuable advance information.

Here is another field, of broad importance:

Purchasing methods have lagged behind the general progress in production and distribution. Not more than a dozen books are to be found on the subject, according to a well-informed purchasing expert, and those deal with the mere routine of buying, the forms of requisition, the checking of deliveries and bills, and so on. But we begin to hear about "scientific buying," in which the purchasing agent will brush aside price figuring and salesmen's arguments, and study the stuff he buys from the standpoint of standardization and organization. If he buys enough of a given material, it can be reduced to scientific specifications, and the "selling point" will be of little weight in getting his order. If the volume is large enough, instead of dickering for the best price whenever he happens to need more of that material, he will place contracts enabling manufacturers to turn it out during seasons when they are not busy, and get his close price by fitting his demand into the valleys of production. Obviously, this is going to affect production and selling. Within two or three years, the business world will be clamoring for books about "scientific buying." But by that time, the manufacturer or sales manager with a good pair of scissors, and a nose for vital information, will have a better grasp

OK

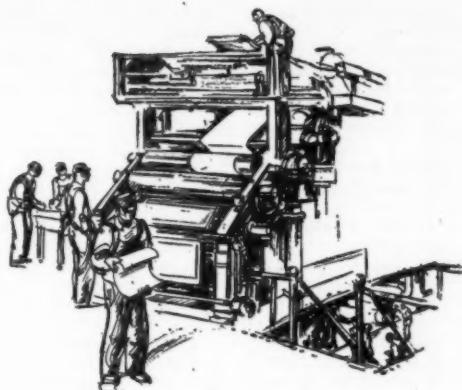
BY THE  
B. M.

SHALL we allow more space for financial tables? Shall we advance the deadline of the Complete Edition? Do we need a larger night shift? Shall we add another truck to cover the West Side?

Unrelated, and to the outsider, apparently unimportant questions, these and a score of others arrive daily at the desk of the Business Manager for decision.

Yet, little as they may seem to affect the general public, each of these questions is gauged by the same yardstick: will it enable the EVENING POST to gather the news more quickly, to report it more accurately, to distribute the news more promptly?

More space for financial tables adds to the completeness which make the Post indispensable to those who follow the market



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closely. An earlier deadline means better time getting on the street. A larger night shift means better service to advertisers on proofs, and additional automobile equipment means the cutting of seconds and minutes in the race to deliver the most complete paper first.

To the public at large, the Business Manager may be unknown. Yet every time he puts his O. K. on a new suggestion, he is acting in the interest of the people for whom and by whom every newspaper exists—its readers and its advertisers who are entitled to full value for their good money.

C C Lane

[BUSINESS MANAGER]  
[N.Y. EVENING POST]

of this situation than can be gained from books.

A hotel manager showed me his working library the other day. It held few books, because few are published dealing with his work. Clippings yield him the most useful information about foods, service, textiles, supplies, purchasing, accounting. He often finds the best information in publications outside the hotel field. It was in an employees' house magazine, picked up by chance, that he learned a kink in human nature directly applicable to a cafeteria that was being started. Food trade journals often tell him important things about buying and storing tinned foods, or why grapefruit or cauliflower are expensive in midsummer.

Certain lines of development are common to all business, but generally start in certain industries, and spread from them, and the forward-looking executive must look outside his own trade books and publications for information about something that will be of vital interest in a year or two. Not long ago, the question was raised, "Are there too many retailers?" Here and there a manufacturer proved that there are, by experiment, cutting off unprofitable distributors, and concentrating on efficient ones. Today, the same question is being asked about salesmen, and in both cases the real information appears in a limited section of the business press. Reading outside one's own business, and clipping material that bears on such questions, is the only way of keeping posted.

Few books keep pace with firing line activities of present-day business. Periodicals alone furnish the necessary data, and then only to the fellow who clips, and has a philosophy of clipping.

"Who invented bank checks?" I once asked Thomas Russell, in London, when he was advertising manager of the Encyclopedia Britannica.

"That's easy," he replied. "Look in the encyclopedia."

"I have looked—it isn't there."

"Oh, everything is in the encyclopedia," he said, confidently.

"Let me show you how to use the index."

I bet him a lunch it wasn't there. It wasn't, but that made rather an unfair question, because nobody personally invented bank checks—they evolved in Italy, and the British broadened their use. So I offered to buy the lunch if he could find a single bit of information on other subjects, such as salesmanship, purchasing, scientific management and similar business interests of the day. Russell bought the lunch. The encyclopedias were dumb on those questions then, as they are dumb now on the five-day week, the new competition, and hand-to-mouth merchandising.

#### CLIPPING BUREAU MAY BE NECESSARY

Clipping for an organization may run into a small clipping bureau, and a library system of filing. But it will generally be most useful if it follows the lines of personal clipping.

The tendency in an organization clipping department is to clip too much, and lose it in the files—to clip too much statistical material, and overlook things that throw very interesting sidelights on the business.

That story told by a copy chief, about dandy tips and hunches, cut from publications and put away in an "idea file" for future use in writing advertising copy, is typical of much organization filing, and shows the difference between the personal and organization kind.

In this case, a number of copy writers clipped copy ideas. One fellow saw an item or an advertisement that suggested an appeal for one of their campaigns. Another saw an arrangement of type, a picture, and so on. These were put in the files, and one day the copy force turned there, expecting to open a pirate treasure of ideas. But alas! the wonderful suggestions stowed away for so many months had all evaporated.

Of course! They had grown old. When each fellow contributed something to the idea file, it was a genuine idea, something he had found while his mind was





## For the First Time a Quality Audience Reached Every Day

Of course there have been other mediums both monthly and weekly going to class audiences—but here for the first time is a daily intimate contact maintained exclusively with people of influence and high-purchasing power.

Sell Influential America  
and you sell All America.

# The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative,  
Executive and Judicial Branches of the Government of the  
United States of America*

**DAVID LAWRENCE**

President

New York Office:  
52 Vanderbilt Avenue

**Washington**

Chicago Office:

London Guarantee Bldg.

Detroit Office:

Dime Savings Bank Bldg.

**VICTOR WHITLOCK**

Vice-President and  
Director of Advertising

San Francisco Office:  
Bulletin Bldg.



# 325,000 Pantries for You

**A**N ever-increasing number of food advertisers are using Physical Culture to reach a class of magazine readers who have proved to be amazingly responsive to food product advertising.

The intense interest of Physical Culture readers in foods, dietetics and nutrition is readily understood. They realize, as do the readers of no other magazine that health is largely dependent on the proper choice of food, for they have been educated to a full appreciation of its importance.

Every issue of Physical Culture contains three or four articles on the subject of food. The importance of scientific nutrition is, in fact, more consistently stressed than any other factor in the acquisition and preservation of health.

*The readers of Physical Culture have learned to depend on its editorial and advertising pages for dietetic advice. If a food-product is accepted for advertising in Physical Culture, they know it's GOOD and GOOD FOR THEM.*

# Physical

## Advertised in Physical Culture



# Shelves Waiting for Product

**PHYSICAL CULTURE** carries the advertising of Seal Sweet Oranges, Postum, Grape-Nuts, Jell-O, Kellogg's Bran, Post's Bran Flakes, Quaker Oats, Puffed Rice, Puffed Wheat, Pettijohn's, Eatmor Cranberries, Muffets, Ralston, Wheatena, Toddy, Morton's Salt, Fleischmann's Yeast, Kaffee Hag, Wheatsworth Crackers, Enright's All o' the Wheat Flour, Ovaltine, Comet Brown Rice and others not shown in the photograph above, as well as the advertising of the National Kraut Packers' and the Oyster Growers' and Dealers' Associations. Within five years one food advertiser has increased his space in *Physical Culture* from three to *thirty-six* pages a year!

The *Physical Culture* Pantry Shelf is getting crowded. But there's always room for more.

*The Physical Culture food advertiser has the additional advantage of the unique Physical Culture Health Week Service, including numerous Health Week window displays in leading stores throughout the United States.*

# a Culture

centered on copy matters. That was a personal clipping—Herbert Spencer stuff. But after it was filed, his mind changed. When he saw it again, after many weeks, the idea had fluttered. Bringing the seashell home from the seashore, as it were.

But they did a sensible thing in that copy department. Each man, in contributing a clipping to the files, wrote a rough memo telling what the big idea was, and that went into the file, too. Thus, in a few months, he would have something to revive his memory. Or if the memo was really good, some other copy man might get the big idea.

Clipping for an organization generally needs something of this sort to keep it from running off into mere statistics and duplication. If it keeps close to the interests and ideas of the principal executives and workers, it will be intelligent—otherwise mechanical.

A real philosophy—clippings!

### Death of A. H. Symons

Arthur H. Symons, at one time in the advertising department of Street & Smith, publishers, and later with the J. Walter Thompson Company, Inc., both of New York, died at Los Angeles on January 20. He was seventy-seven years old.

He retired from the advertising business about five years ago. Since that time he has occasionally appeared in motion pictures.

### Changes on Roanoke, Va., "Times" and "World-News"

J. F. Donalson has been appointed advertising manager of the Times-World Corporation, Roanoke, Va., publisher of the Roanoke Times and World-News. He was formerly state editor of the Times. William Thomas has joined the advertising staff of the Times-World company.

### Join The Geyer Agency

Harry P. Vieth, formerly with George Batten Company, Inc., New York, has joined The Geyer Company, Dayton, Ohio, advertising agency, to do special field service work.

O. A. Keyser, formerly with the Dover Manufacturing Company, has joined the staff of this agency.

Vincent G. Sanborn has joined the copy staff of Albert Frank & Company, New York advertising agency. He was formerly with the New York Sun.

## A Forecast of Canadian Advertising

Washington Bureau of PRINTERS' INK

IN the January 27 issue of PRINTERS' INK, the leading article entitled: "What About Advertising Appropriations for 1927?" furnished some interesting figures regarding the sums that would be invested in advertising in this country this year. Similar information is now available with regard to Canada. Canadian national advertisers will spend considerably more money this year than last for advertising, according to a recent report from trade commissioner Lynn W. Meekins, of Ottawa, to the Department of Commerce. The report is based on a forecast made by Marketing, of Toronto, which is the result of an investigation of the business of 300 national advertisers.

The report indicates that 76 per cent of the advertisers will spend more money in advertising in 1927 than they did in 1926, that 24 per cent will spend as much as they did last year, and that none will spend less. In contrast, a similar forecast made at the beginning of 1926, indicated that 62 per cent of the reporting firms would spend more, that 36 per cent would spend the same appropriation as they did during the previous year, and that 2 per cent would spend less.

### Dodge Brothers Sales Increase

Dodge Brothers, Inc., Detroit, sold 331,764 passenger cars and trucks to dealers in 1926, against 259,967 in the preceding year. In the truck and commercial car field combined, the sales of Dodge Brothers, including the Graham Brothers truck division, were 67,293 units, against 50,713 in the preceding year. Passenger car sales in 1926 were 264,471 cars, against 209,254 cars in the year before.

### Derry-Made Products Appoints Boston Agency

Derry-Made Products, Inc., Boston. Derry-Made mattresses, has appointed the Wilson Advertising Agency, Boston, to direct its advertising account. Newspapers in New England cities will be used.



## A HINT

To the man who has goods to sell

In 1926 Canada bought  
A THOUSAND MILLION DOLLARS'  
worth of goods outside of Canada—  
two-thirds of them in the United States.

And Canadians buy what they read about in  
their own newspapers. They have the "news-  
paper habit" preferring it to any other form of  
publication.

Your own agency, or the papers listed  
here, will give you facts and figures.

## The Daily Newspapers of Canada

### Prairie Market

	Paper
Winnipeg, Man. ....	"Free Press"
Winnipeg, Man. ....	"Tribune"
Regina, Sask. ....	"Leader & Post"
Moose Jaw, Sask. ....	"Times-Herald"
Saskatoon, Sask. ....	"Star & Phoenix"
Lethbridge, Alta. ....	"Herald"
Edmonton, Alta. ....	"Journal"
Calgary, Alta. ....	"Herald"

### Pacific Market

	Paper
Vancouver, B. C. ....	"Province"
Victoria, B. C. ....	"Colonist"
<b>Quebec Market</b>	
Montreal, Que. ....	"Gazette"
Quebec, Que. ....	"Le Soleil"
Quebec, Que. ....	"L'Evenement"

### Maritime Market

St. John, N. B. ....	"Telegraph-Journal & Times-Star"
Halifax, N. S. ....	"Herald & Mail"
Halifax, N. S. ....	"Chronicle & Echo"
Charlottetown, P. E. I. ....	"Guardian"

### Ontario Market

Toronto, Ont. ....	"Globe"
Toronto, Ont. ....	"Telegram"
Hamilton, Ont. ....	"Spectator"
Kitchener, Ont. ....	"Record"
Kingston, Ont. ....	"Standard"
Peterboro, Ont. ....	"Examiner"

(All Members of A. B. C.)

**Ontario**      **Quebec**      **Prince Edward Island**  
**Manitoba**      **Nova Scotia**      **Saskatchewan**  
**Alberta**      **New Brunswick**      **British Columbia**

Prepared by SMITH, DENNE & MOORE, LIMITED, General Advertising Agents, Toronto, Can.



*Successful*  
**CONSTRUCTION  
METHODS**

monthly to 40,000 Field Men—Contractors handling the vast aggregate of moderate-sized jobs, Field Engineers, Superintendents and others supervising outside operations in every branch of industry. *A Pictorial Presentation* of modern field equipment, materials and methods.

**ENGINEERING  
NEWS-RECORD**

weekly to 30,000 Key Men in every branch of Civil Engineering and Construction—to Contracting Firms handling the major jobs, Engineering Executives and Civil Engineers in every capacity. Read for its technical articles, editorial comment and construction news service.

**The greatest  
single force  
you can put  
behind your  
salesmen in  
the field of  
Civil Engi-  
neering and  
Construction**

**McGraw-Hill Publishing Company, Inc.**

Tenth Avenue at 36th Street

New York, N. Y.

# Thirty-Two-Year-Old Association Starts Advertising

Texas Cotton Seed Crushers' Association of 172 Members Inaugurates Campaign in Farm Press

THE increased production of cotton in Texas has resulted in an increased production of cotton-seed meal. That is one reason, among others, why a new advertiser in farm periodicals of general circulation has made his bow.

Cotton-seed meal is a product of the Texas Cotton Seed Crushers' Association. The association sells it to farmers who mix it with their cattle food, the claim being that it is "43 per cent protein," and makes, when mixed with home-grown grain, an effective balanced ration which lowers feeding costs and increases the milk flow of cows and thereby gives the farmer a larger profit on feed, labor and investment. The Texas Cotton Seed Crushers' Association has been in existence for thirty-two years. At the present time the association has 172 members. The business is built on the cotton industry. The increased production of cotton means that there is an increased production of the products made from cotton seed by the cotton seed crushers of Texas. With more cotton-seed meal to sell, more farmers must buy it and buy more of it. So advertising is being employed to help.

That is not the only reason advertising is being employed, however. There are on the market a number of competitive feeds, such as linseed meal and corn gluten feed, called protein-rich feeds, and several mixed balanced feeds. The production of these competing feeds is increasing. Another point is that farmers and livestock men haven't sufficient knowledge on the subject of balancing their grains with protein-rich feeds to secure maximum profits. The chief reason of all, therefore, for advertising, is to increase confidence in the products of the association's members by disseminating information that will enable users of such prod-

ucts to realize maximum profits.

A campaign of national advertising in farm publications was decided upon and began in the December, 1926, issue of the papers selected. The advertising is being paid for by a per-ton tax to members on the amount of seed crushed.

One advertisement is typical of the series so far. The caption emphasizes that profit from milk depends upon the cost of feed, thus, "The Profit Part of Your Creamery Check Depends on the Cost of Your Feeds," and the message reads:

Per dollar invested you get more digestible protein in a hundred pounds of Cotton-seed Meal than in any other concentrate. Properly fed with home-grown grains, it makes an effective balanced ration which lowers feeding costs. Cotton-seed Meal's 43 per cent protein increases milk flow and adds those extra dollars to your creamery check that pays a profit on feed, labor and your investment. A. L. Ward, known to thousands of Texas farmers as an authority on livestock feeding, Director of Educational Service for the Texas Cotton Seed Crushers' Association will tell you how to feed Cotton-seed Meal to lower feeding costs and make an extra profit from your dairy herd. Write him about your feeding problems. The coupon below, filled in and mailed will bring you any or all four booklets on practical feeding methods, FREE. Ask for them.

The coupon shows tiny illustrations of the booklets and provides spaces for indicating the booklets wanted, with blank lines for the inquirer's name and address.

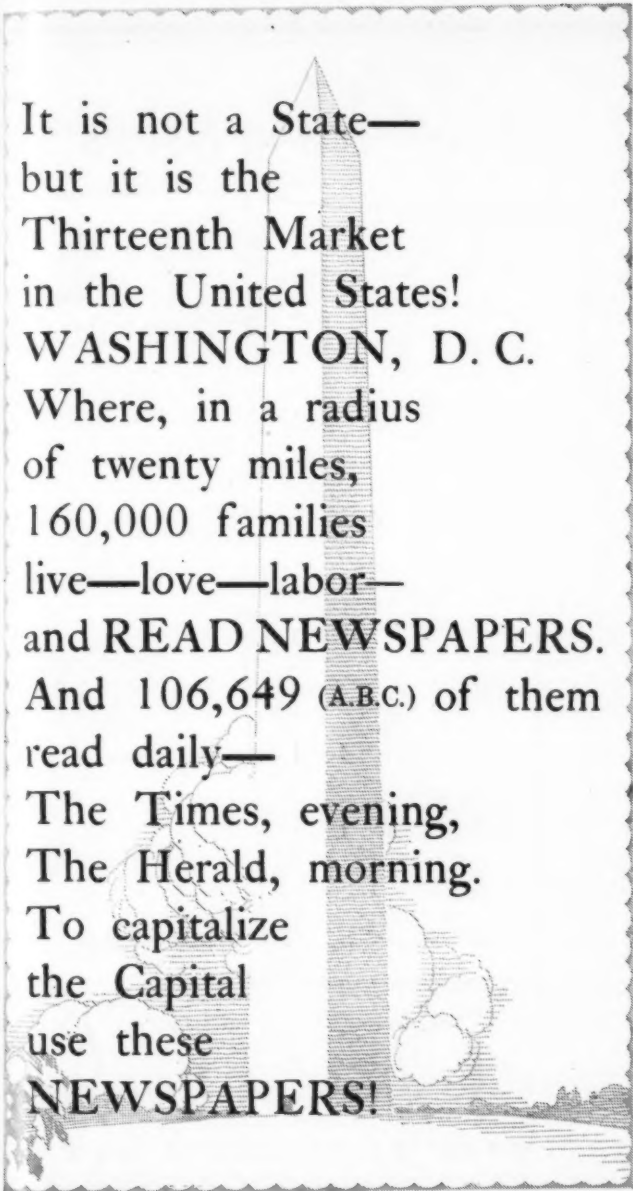
## Joins Atlanta "Georgian"

Robert H. Scott, formerly with the advertising department of the Carter Electric Company, has joined the staff of the Atlanta *Georgian* as assistant to the publisher.

## Mack Truck Net Earnings

Net earnings of Mack Trucks, Inc., New York, in the eleven months to November 30, 1926, amounted to \$3,084,733, after charges.





It is not a State—  
but it is the  
Thirteenth Market  
in the United States!  
**WASHINGTON, D. C.**  
Where, in a radius  
of twenty miles,  
160,000 families  
live—love—labor—  
and **READ NEWSPAPERS.**  
And 106,649 (A.B.C.) of them  
read daily—  
The Times, evening,  
The Herald, morning.  
To capitalize  
the Capital  
use these  
**NEWSPAPERS!**



with whom we work.

**THE LONELINESS  
WHICH DEMANDS  
A LIPSOM'S**



**professional shopper buys clothes  
in 300 New York shops!**

"These modern, wispy things," she says, "need extra-  
protection... a soap safe enough for your face."

**Lipsom's Shampoo**  
GENTLE AND  
EFFECTIVE

every is kind to everything it touches"

How one "Paris frock" from Chicago  
made three girls happy! -  
(A Market Story)



The largest-selling soap  
in the world

**P&G**

**The Packer Mfg. Co., Inc.**

Packer's Tar Soap  
Packer's Liquid Shampoo  
Packer's Charm

**Seaboard National Bank**

**Walter M. Lowney Co.**

Lowney's Chocolates

**Vacuum Oil Company**

Gargoyle Mobiloil  
Gargoyle Lubricating Oils  
for Plant Machinery  
Gargoyle Marine Oils

**The National City Co.**

Investment Securities

**Procter & Gamble**

Crisco  
Ivory Soap  
Ivory Soap Flakes  
Chipso  
P & G—The White Naphtha  
Soap

**Towle Manufacturing Co.**

Sterling Silverware

**Waitt & Bond, Inc.**

Blackstone Cigars

**Lehigh Portland Cement Co.**

**The Stanley Works**

Tools—Hardware

**The National Gypsum Co.**

National Mineral Wall Board

Company ★ ADVERTISING

MAGAZINES • NEWSPAPER • OUTDOOR • STREET CAR

# Toronto Wholesalers' Joint Invitation to Buyers

Advertise through Board of Trade, Which Offers Special Services to Visitors

A "BUY IN TORONTO" movement organized in the fall of 1926 by the Dry Goods Section of the Board of Trade, Toronto, had such excellent results that a similar campaign on a larger scale is being carried out for the spring of this year. If the success of the first effort is repeated, as seems certain, the movement will probably develop into an Annual Fashions Show on a considerable scale.

Taking advantage of the fact that the Canadian National Exhibition, held each year in Toronto, attracts an enormous crowd of visitors to the city, including many buyers, twenty-two wholesale dry goods firms organized "Buyers' Week" from August 23 to September 4. Each co-operating house submitted a confidential list of buyers names to the Board of Trade, whose clerical staff eliminated all duplicates, leaving a master list of over 4,000 names. To these buyers of dry goods from coast to coast a personal invitation to visit Toronto during Exhibition week was mailed. Those accepting were urged to make the Board of Trade premises their headquarters while in the city. Accompanying the invitation card was a booklet giving particulars of the services offered by the Board, explaining the objects of "Buyers' Week," a briefly detailed outline of the city's attractions, and a list of hotel tariffs, etc. A reply postal card was also enclosed on which the buyers could notify their acceptance of the invitation and state any special services they wished or any appointments they desired to have made for them. A special point was made of the fact that buyers would not be pestered by solicitation to buy and that their presence in the city would not be divulged by the Board of Trade to any firms other than those the buyers expressed a desire to see.

Among other things, the Board undertook to reserve hotel accommodation, transportation, amusement tickets; to make appointments with dry goods firms either at the Board of Trade premises or at the firms' establishments; and to extend the privileges of Board membership, including luncheon and club facilities and stenographic service. A representative of the Board's staff was detailed to welcome buyers and further their business and pleasure arrangements.

The results were highly satisfactory. Participating firms reported that the number of out-of-town buyers at their warehouses during the week was greatly in excess of previous years. A mercantile summary of trade in the principal centers for the week in question stated that "Important dry goods establishments reported volume that was only exceeded in war time."

The campaign now under way to bring buyers to Toronto this spring to view the new showings is being sponsored by forty wholesale dry goods houses in the city, again co-operating through the Board of Trade. Buyers have been advised of the plans in their interests through page advertisements and double-page spreads in trade journals. These announcements list the arrangements made for the comfort and convenience of buyers, and give the names of the firms issuing the invitation. One of these double-page spreads is being used as a mailing circular, on the first page of which is a letter urging a visit to "Toronto's Spring Showings" and emphasizing the city's advantages as a "Placing and sorting center for dry goods and kindred lines." The letter of invitation is signed by H. Y. Farr, chairman of the Dry Goods Section, and F. D. Tolchard, secretary of the Board of Trade.

*Deliver your message  
where selling costs  
are lowest!*

**IN THE** practice of economical selling it is not only necessary, but vital, that greatest effort be concentrated upon the urban centers of population. Your advertising in The Shrine Magazine goes to the heart of the recognized low-cost sales areas.

*A brief statement of distribution  
by population groups:*

Population Group	Shrine Circulation
Under 2,500 - - -	68,340
2,501 to 5,000 - -	47,270
5,001 to 10,000 - -	84,790
10,001 to 25,000 - -	107,205
25,001 to 50,000 - -	63,147
Over 50,000 - - -	222,637
Canada - - -	13,723
Total - -	607,112

The black and white page rate is \$1,350—\$2.22 per thousand. A detailed rate card—and other data—will be mailed upon request.

## THE SHRINE MAGAZINE

1440 Broadway • New York

Phone: Pennsylvania 7827

### CHICAGO

122 So. Michigan Blvd.

Phone: Wabash 6944-5

### BOSTON

Little Building

Phone: Hancock 8086

# Reading Times

Increase of 2,664,046 Lines Established  
Highest Record in Nation for 1926

*The Reading Pa. Times*, published week days only, beat every other six-day paper, morning or evening, in America and with only one exception this six-day paper beat every seven-day paper in advertising increase last year!

All of which means that this *national achievement* provides advertisers and agencies with and authoritative and persuasive reason to investigate.

That investigation, we are confident, will result in new accounts which will profit from the *sales* ability of the *Reading Times'* responsive circulation.

---

# Leads America!

*Newspapers in Principal Cities  
Showing Largest Gains 1926 over 1925*

6 DAY PAPERS		Gain
READING TIMES.....	2,664,046	
Columbus Citizen .....	1,686,679	
New York Sun.....	1,539,321	
San Francisco Call.....	1,526,952	
Milwaukee Journal .....	1,411,004	
Louisville Times .....	1,362,590	
Chicago News .....	1,328,337	
Boston Traveler.....	1,312,257	
Oakland Post-Inquirer .....	1,213,212	
Baltimore Post .....	1,128,184	
Cincinnati Post .....	1,108,500	
Los Angeles Herald .....	1,000,090	
Cleveland Press.....	866,025	
Des Moines Tribune .....	816,145	
Providence Bulletin .....	801,846	
St. Paul News.....	645,806	
Richmond News Leader.....	599,780	
Dayton Herald.....	422,030	
Indianapolis News .....	374,922	

7 DAY PAPERS		Gain
Rochester JI. Post, Express and Sunday American	3,049,400	
Rochester JI. Post, Exp. (week days only)...	2,461,060	
Washington Star .....	2,331,626	
Houston Post-Dispatch .....	2,272,514	
New York Herald Tribune.....	2,260,029	
Kansas City Star .....	1,847,606	
New Orleans Times Picayune.....	1,772,066	
Seattle Post-Intelligencer .....	1,755,907	
Chicago Tribune .....	1,647,156	
New York Times .....	1,588,384	
St. Louis Post Dispatch.....	1,503,320	
Buffalo Courier .....	1,491,768	
Boston Herald .....	1,373,404	
Birmingham News .....	1,247,400	
Louisville Courier-Journal .....	1,217,833	
Minneapolis Journal .....	1,169,640	
Omaha World Herald .....	1,083,936	
Detroit Times .....	817,544	
Philadelphia Ledger .....	724,309	
Denver Post .....	296,912	
Dayton Journal .....	144,354	

Figures supplied by New York Evening Post except Reading, Rochester and Kansas City  
Reading—the 3d largest Industrial City in Pennsylvania

## The Reading Times

A John H. Perry Newspaper

Represented in the national field by the E. Katz Special Advertising Agency

## Argentina Modifies Regulation of Merchandise Marking

Washington Bureau  
of PRINTERS' INK

**A** MERICAN manufacturers who are selling goods to dealers in Argentina may find it necessary or advisable to change the marking of their products. The provisions of the Argentine Merchandise Identification Act, of October, 1923, have been interpreted by a new set of regulations, according to an announcement made by the Department of Commerce last week. The new regulations modify the provisions of the earlier law in regard to the marking of goods to show country of origin. The name of a principal city or producing center is now acceptable as showing the country of origin, and the abbreviation "U. S. A." is a satisfactory indication of United States origin.

Goods so reworked as to produce a substantial change in their nature, condition or composition, are now regarded as of Argentine origin; but goods merely repacked or assembled in Argentina are not so regarded. The requirements of the original law with regard to marking to show "quality," "purity or mixture" and "net weight and measure," are interpreted under the new regulations in a general way. Now, textiles may be marked with the usual trade names, such as "canvas," "suing," "cashmere," and the like, or by the predominating fiber in the cloth, as "pure wool" or "cotton mixture." And goods sold by the package, cake, can or other unit may be marked to show either the number, net weight or volume on the wrappers or on the labels of the containers; but indications of weight and measure must be made in units of the metric system, although it is presumed that the metric units may appear in addition to the English units.

Manufacturers who are not entirely familiar with the Argentine law should consult the division of foreign tariffs of the Bureau of Foreign and Domestic Commerce.

The new regulations are largely interpretive; but they contain one provision that is new in regard to the method of marking goods, and which requires that all markings on any one article manufactured of metal must be of the same character. The markings required by law may be in one of the six commercial languages—English, German, French, Italian, Spanish, or Portuguese. And in regard to trade-marks, the announcement of the Department of Commerce states:

"The requirement of the original law that trade-marks registered in Argentina must not contain words except in Spanish or one of the dead languages has caused some confusion among foreign firms whose product had been sold in Argentina under a well-known trade-mark. The new law provides that branches of foreign corporations in Argentina, manufacturing the same goods as the home plant, may use the same labels, adding the words 'industria Argentina.' This provision, together with Article 41 of the Argentine law of 1900 with respect to the protection of foreign marks, would indicate that foreign trade-marks are not affected by the language restrictions of the Merchandise Identification Act."

### Newspaper Campaign on Farboil Paint Products

An advertising campaign which will use a list of forty newspapers in Pennsylvania, Maryland, the District of Columbia, Virginia and the Carolinas, will be started about March 1, by the Farboil Paint Company, Baltimore, Md. Kathrine H. Mahool, Baltimore advertising agency, will direct this campaign.

### Death of C. C. W. Bauder

Charles C. W. Bauder, secretary of the Steuben News Corporation, which publishes a chain of Steuben County newspapers, died on January 29, at Hammondsport, N. Y. He was fifty-two years old.

### J. Turner Joins Barber-Greene Company

J. Turner, formerly with the Birmingham, Ala., *News*, has joined the publicity department of the Barber-Greene Company, Aurora, Ill., standardized material handling machines.



# Again in 1926

## IRON REVIEW TRADE CLEVELAND

Led all other iron and steel publications  
with a

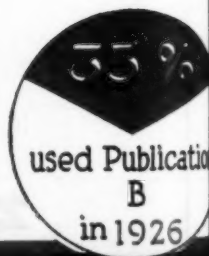
### GAIN

in display advertising of

### 207 Pages

Third successive year to show a gain.

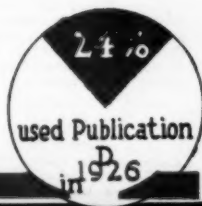
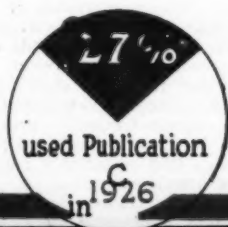
*More  
than twice as  
used*



HARDWARE AGE

# as many advertisers used Hardware Age in 1926 as used the next paper

74% of all the advertisers using national hardware publications during 1926, used Hardware Age. Only 35% of all the advertisers used the next paper.



239 WEST 39<sup>TH</sup> STREET, N.Y.C.

## Where to Get Trade-Mark Information

MICHIGAN METAL PRODUCTS CO.  
BATTLE CREEK, MICH.

*Editor of PRINTERS' INK:*

We have been considering the use of the word "Kno-Burn" on a kitchen utensil which we will soon place in production.

We would be mighty glad to have you advise as to whether your files disclose a previous use of this word.

MICHIGAN METAL PRODUCTS CO.  
M. L. GARDNER,  
General Manager.

O. S. TYSON & COMPANY, INC.  
NEW YORK

*Editor of PRINTERS' INK:*

In behalf of our client, the National Refrigerating Co., we would like to register with you the following slogans:

"The Silent Servant"

"Silent Refrigeration at Low Cost"

You might also be interested to know that this company's trade name "Ice-o-lator" has been registered at Washington.

We would also like to record with you that the National Refrigerating Company has chosen a trade character consisting of the Ice-o-lator Generator Unit having the form of a "waiter," which will be called "The Silent Servant."

We shall appreciate your registering the above with your Clearing House of Advertised Phrases.

O. S. TYSON & COMPANY, INC.  
O. S. TYSON,  
President.

TELEGRAM  
ENID, OKLA.

*Editor of PRINTERS' INK:*

Have you a file on registered trade names? Would the name Bolene Blue Seal Gasoline or Bolene Blue Ribbons Gasoline be an infringement on any name now in use? In case you cannot furnish this information where can I obtain it? Please wire me collect.

J. LEE CROMWELL.

NOWLIN LUMBER CO.  
LITTLE ROCK, ARK.

*Editor of PRINTERS' INK:*

Will you please advise if your records show whether or not any lumber company uses the word "Sterling" as a trade name for their millwork.

Realizing this is a descriptive word applied to silver, wonder if you could also inform me if your files show no company uses this trade name, if we could rightfully adopt the name "Sterling" as our trade name for the millwork manufactured in our factory.

Thanking you for any information you might be able to give us, we remain

NOWLIN LUMBER CO.  
M. C. WRIGHT.

GRIFFITH-STILLINGS  
BOSTON, MASS.

*Editor of PRINTERS' INK:*

We would like to have you look up for us the name "Swan Brand" and see if it will be permissible to use it for a brand of hams and bacons, etc.

We have a customer that would like to use this brand but understand that the Swansdown Flour also uses it in their trade-mark a picture of a white swan which would be in the center of the label which we plan to use.

GRIFFITH-STILLINGS,  
W. W. BLANCHARD.

**PRINTERS' INK** is constantly receiving letters, telegrams, and telephone calls from readers asking for information concerning the originality of trade names and trade-marks.

While we can refer to several directories which are on file at this office to see whether a specific name has been registered, **PRINTERS' INK** is unable to make an authentic reply.

In order to find out whether a specific name or mark has been adapted, a search should be made at the Trade-Mark Bureau of the U. S. Patent Office in Washington. It is this bureau that grants registration and before a trade name or trade-mark is actually used, the bureau's files should be consulted.

Many independent organizations in this country have files of registered and unregistered trade-marks and trade names. These files are maintained for service work. Those interested in tracing down the originality of a particular trade-mark or trade name often consult these services. The fact that there are such records of unregistered trade-marks and trade names frequently brings to light the name of some small local concern that is using a name or mark questioned.

Trade associations are also going into trade-mark work. Associations such as the Silk Association of America, The National Paint, Oil & Varnish Assn., Inc., and the American Manufacturers of Toilet Articles maintain up-to-date records of the trade-marks and trade names used in their particular fields.

Trade papers are taking an active part in giving out informa-

tion concerning trade-marks and trade names. Of course, this work is confined only to the field which the trade paper covers.

In **PRINTERS' INK** and **PRINTERS' INK MONTHLY** articles are constantly appearing on subjects relating to trade-marks and trade names. These articles discuss the subject from every angle. There are articles which are of value to the man that wants to design or originate a trade-mark trade name. A list of these articles may be had by writing for them.

**PRINTERS' INK** also covers all legal phases of trade-mark work. Court cases and Patent Office decisions are carefully recorded and these articles can be read with profit by anyone interested in the subject—[Ed. **PRINTERS' INK**.

### Record Motor Production for 1926

Total production of passenger cars and trucks in the United States and Canada for 1926, according to the Department of Commerce, was 4,461,652 vehicles, of which 3,930,114 were passenger cars and 531,538 were trucks. This establishes a new high record. Total production for 1925 amounted to 4,336,262 vehicles, of which 3,835,801 were passenger cars and 500,461 were trucks.

The December production of vehicles in the United States and Canada amounted to 173,415, against 265,688 in November and 320,628 in December, 1925.

### Wilson & Company Report Earnings

Wilson & Company, Inc., Chicago, meat packer, reports for the eight months from February 27, 1926, to October 30, 1926, a net income of \$3,169,758, after charges. Sales for this period amounted to \$195,000,000. This report is for the first fiscal period since the re-organization of this company.

### W. C. Russell Moccasin Company Bought by G. H. Bass

The W. C. Russell Moccasin Company, Berlin, Wis., Never-Leak boots, hunting shoes, etc., has been purchased by G. H. Bass & Company, Wilton, Me., shoe manufacturers. The business of the Russell company will be continued and no change in management is contemplated.

### Report Mail-Order Net Incomes

Sears, Roebuck & Company, for the year ended December 31, 1926, report a net income of \$21,908,120, after charges and Federal taxes, against \$20,975,304 in 1925 and \$14,354,397 in 1924.

The report of Montgomery Ward & Company, for the year ended December 31, 1926, shows a net income of \$8,806,299, after charges and Federal taxes, against \$11,358,498 for 1925 and \$9,233,501 for 1924.

Sears, Roebuck & Company have appropriated \$5,000,000 for the reduction of good-will, which has stood on their books at \$30,00,000 since 1906.

### Advanced by Boston Gear Works Sales Company

H. C. Woodsum, who has been in charge of sales promotion and advertising for the Boston Gear Works Sales Company, Norfolk Downs, Mass., has been made assistant to the management. William E. Kerrish, who has been with the advertising department for the last two years, has been made advertising manager.

In the advertising campaign of this company for the coming year business and industrial papers and direct-mail advertising will be used.

### "Luxurest" Footwear Account for S. A. Conover Agency

The A. Fisher & Son Company, Inc., Stoneham, Mass., manufacturer of "Luxurest" comfort shoes and slippers, has appointed the S. A. Conover Company, Inc., Boston advertising agency, to direct its advertising account.

### C. S. Dennison with General Motors Export

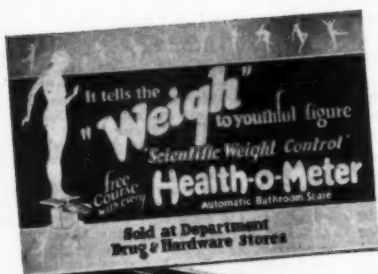
C. S. Dennison, for the last twelve years with the Texas Company, New York, has resigned as foreign advertising manager, to join the advertising department of the General Motors Export Company, also of New York.

### Herman Sonneborn Joins "Cine-Mundial"

Herman Sonneborn has been appointed to the sales staff of *Cine-Mundial*, New York. He was at one time a special representative for *El Automovil Americano* and the *American Automobile*, (Overseas Edition).

### Appoints William Irving Hamilton

The Pierce, Butler & Pierce Manufacturing Company, New York, maker of radiators and boilers, has placed its advertising account with William Irving Hamilton, New York, advertising. Newspapers and magazines will be used.



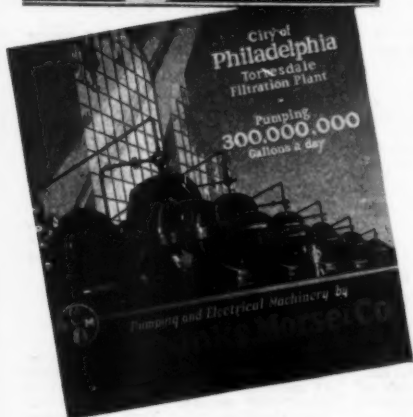
It tells the "Weigh" to youthful figure  
"Scientific Weight Control"  
Free Course with every  
**Health-o-Meter**  
Automatic Bathroom Scale  
Sold at Department  
Drug & Hardware Stores



CHICKEN  
SONNER  
KURZMAN  
3 DISTINGUISHED PIANOS  
**BISSELL-WEISERT**



**Cozy Warmth**  
CARTONETAL



City of  
**Philadelphia**  
Tomsdale  
Filtration Plant  
Pumping  
**300,000,000**  
Gallons a day  
Pumping and Electrical Machinery by  
**Morse & Co.**

## Find the and you buy

The suburban territory surrounding Chicago is the fastest growing section of the United States.

In this 40-mile radius there are 124,749 single homes (there are but 160,272 in Chicago). These homes average \$8,548 in price — 17,000 of their owners earn better than \$10,000 annually.

Here is a territory of home owners able and anxious to buy those specialties that add to the value of a home — electric refrigerators, oil burners, automobiles, roofing, lawn furniture, building hard-

## Chicago Advertising

509 South  
Chicago

home owner"  
and a  
home utilities

are, wall board and  
stucco.

Every month over  
1,000,000 rides are taken  
by these suburban families  
on the:—

Illinois Central Suburban  
System

Chicago & Northwestern  
Suburban System

Chicago, Burlington &  
Quincy Suburban System

—and their average ride is  
42 minutes.

Time enough to read,  
remember and react  
favorably to the buying  
urge of a 16 x 24-inch car  
card.

Elevated

Company

Franklin St.

Illinois

**electrified ICE**  
for convenient  
**Copeland**  
ELECTRIC REFRIGERATION



Model Central 0544

Check Home Utilities

Making Good in War-time Economy

CRANE QUALITY  
AND BEAUTY IN  
EVERY FUTURE—  
HIGH OR LOW IN  
PRICE



Visit **CRANE**  
EXHIBIT ROOMS  
838 SOUTH MICHIGAN AVENUE  
SOLD ONLY BY ESTABLISHED CONTRACTORS

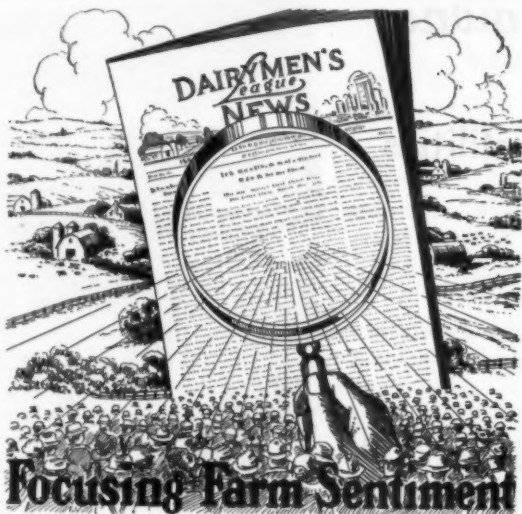
**ORIENTAL  
RUGS**



**Nahigian Bros. Inc.**  
28 to 34 S. Wabash Ave. Box 500

does  
better work  
lasts longer  
costs no more

**WOODSTOCK  
TYPEWRITER**



**T**HE editorial office of the Dairymen's League News focuses the farm sentiment which originates among its readers. Owning this paper themselves, these readers take an active interest in shaping its editorial policy. They write frequently and profusely, as do the League field men and officials.

The result is a degree of reader interest not found in farm papers published by non-farmers. Advertisers find our readers unusually responsive; and their interest is backed by adequate buying power. To cover Eastern dairy farms, you must use the Dairymen's League News.

*Write for Sample Copy and Rate Card*

Dairy farms of  
this area supply  
New York City  
with fluid milk

**"The  
Dairy  
Paper  
of the**

**New York City  
Milk Shed"**

**DAIRYMEN'S  
League  
NEWS**

New York  
120 West 42nd St.  
W. A. Schreyer, Bus. Mgr.  
Phone Wisconsin 6081

Chicago  
10 S. La Salle St.  
John D. Ross  
Phone State 3652



# Get Your Facts First—Then Advertise

The Durham Hosiery Mills Spent Two Years Studying Their Market, Altered Their Production and Merchandising Methods and Then Advertised

Based on an Interview by Charles G. Muller with

**H. W. Davie**

Of the Durham Hosiery Mills

**A**FTER a two-year lapse in consumer advertising, the Durham Hosiery Mills resumed their national consumer advertising last fall. During this period, we have been engaged in making a thorough study of hosiery marketing problems and distribution and, having worked out what we believe to be a successful solution, we are applying the answer.

We began at the beginning in our survey, that is, by making an exhaustive check of consumer requirements and of present-day tendencies. We then endeavored to relate our production schedule to those demands—no easy task, for public taste is a dynamic, volatile quantity while machinery is decidedly static, a fixed quantity.

We worked out a practical compromise between an ideal production program from the mill viewpoint and an ideal program from the sales standpoint, and to check our findings and guide us in the continuing process of shaping production to fit the market, we had a leading firm of certified public accountants audit the sales records of retail stores in typical American communities, large, medium-size and small.

The net result is that the Durham line has been completely revamped and the company today is one of the largest manufacturers of silk hosiery, at the same time retaining in its line a full range of lisle and cotton hose for completeness and balance.

Our basic sales policy is epitomized in the slogan used in Durham trade-paper advertising, under the Durham logotype, "Sell it as a line."

Among the unrealized profit opportunities of the retailer of today,

our survey revealed, is greater concentration. Mark-downs and lost sales are due primarily to the fact that the retailer stocks so many brands that he simply cannot keep his stock in balance. He loses trade through the gaps in his stock, and he loses profits by excessive inventories. A representative of the United States Department of Commerce, which is doing yeoman service on behalf of more efficient distribution, uses some figures which throw this fact into bold relief.

The women's and children's hosiery department of a fairly large store had an average monthly investment of \$55,850, divided among twenty-six manufacturers. A check-up showed that 80 per cent of the business was being done on five brands. By concentrating on these five brands, the store reduced its investment from \$55,850 to \$29,000, or 48 per cent; sales volume increased from \$87,633 to \$187,795, or 113 per cent; stock turned 6.40 times instead of 1.57, and mark-downs were reduced 17 per cent.

Thus, by offering a complete line of hosiery, one which covers every need of the entire family, our line becomes an effective means of carrying out to the fullest limit such a policy of simplification and concentration as this case shows to be beneficial.

## DISTRIBUTING METHODS REVAMPED

But, although effecting a balance between factory production and the market was the foundation upon which we set about our remodeling operations, it was only half of the task. Simultaneously we began to attune our distributing methods to new conditions.

We were confronted with a maze

AN INTERNATIONAL AD  
**ALBERT**  
**& COM**  
 & ADVERT  
 NEW YORK 1872  
 LONDON 1908  
 AND  
**SAN FRA**  
**FEB. 1ST**

Albert Frank & Company announces the appointment of Mr. E. E. Albertson as manager of its Pacific Coast offices at 507 Montgomery Street, San Francisco, California. These Pacific Coast offices comprise a complete, self-contained

FRANK J. REYNOLDS - - - President  
 HARRY RASCOVAR - Vice President &  
 Treasurer  
 J. H. SCHWARTING, JR. Vice President  
 M. ROBERT HERMAN - Vice President  
 E. W. KIMMELBERG - - Vice President  
 MARK ASH - - - - - Secretary



ALBERT FRANK & CO., BUILDING,

*Member of American Association of Advertising Agencies, Audit*

VERTISING SERVICE

# FRANK PANY

ISING &amp;

CHICAGO 1900

BOSTON 1924

NOW

ANCISCO

. . 1927

advertising organization, offering a thoroughly comprehensive service in art, copy, research, merchandising and sales promotion. In addition Albert Frank & Company will maintain representatives in Los Angeles, Portland and Seattle.

LLOYD B. MYERS ----- *Vice President  
& Art Director*  
 W. FRANK McCLURE --- *Vice President  
Chicago Office*  
 J. B. HYDORN ----- *Vice President  
Boston Office*  
 GEORGE BORST ----- *Asst. Secretary*

FOURTEEN STONE STREET, NEW YORK CITY

*Bureau of Circulations and National Outdoor Advertising Bureau*

of conflicting data and almost as many different distribution views as there are viewpoints. Again we found the answer by studying the present needs and problems of the retailer and by revamping our marketing plans to give him what he needs.

Hand-to-mouth buying, or to use the more appropriate term, turn-over buying, is today the first law of retail profits. But our study showed that over-buying was prevalent and that retail hosiery profits were inadequate primarily because of slow turnover. More efficient wholesale service to the dealer was the obvious solution, so far as our output was concerned, to such overbuying and consequent loss of profits.

But the requirements of efficient wholesale service having changed radically in the last five years, to give the kind of service which the retailer needs today called for a wholly new and modern type of wholesale organization. The best way to provide it, in our judgment, was through closer co-operation between manufacturer and wholesaler. Nothing short of a complete change of viewpoint on the part of both parties would suffice. As we saw it, the only way to get the wholesaler to co-operate with us was for us to co-operate with him.

#### EXCLUSIVE WHOLESALE DISTRIBUTION

We determined, therefore, to sell the Durham brand to one exclusive wholesaler in each logical trade area, and to back up these distributors with the full strength of our resources. We laid out forty-seven such territories, and set about the task of obtaining in each one the complete co-operation of the house that could give the type of service we knew the retailers needed. With these distributors we entered into a franchise agreement which is a sincere and, I think, a successful, attempt to balance *give with take*.

Today, practically all our territories are filled. The few districts still open will remain open until we can get the house we want to work closely with us in building up our distribution and its own business.

Having settled this much of our distribution problem, the real work began. For we had to interest the retailer, to show him that it was worth while to carry a full line of Durham hosiery which he could fill in quickly from a distributor who handled practically a factory stock.

Our representatives are working intimately with the jobbers' men in building this retail distribution. As a guide in our joint effort to build volume, we have worked out complete figures on hosiery consumption for every county in the United States. This enables us to concentrate selling activity in the better parts of each territory, as well as to assist our distributors in correcting the tendency to sell in what has been loosely termed the jobbers' market, i. e., the small-town trade.

This is one way, and a fundamental one, in which we are able successfully to help build up our distributors' hosiery business, and in return obtain not just *pro forma* jobbing service, but a new degree of wholehearted co-operation. Another method is through semi-annual conferences, attended by Durham distributors, principal mill executives and our own sales force, which are held for the purpose of frank discussion of plans and problems; and, believe me, they are frank—and productive. And a committee of distributors, acting continuously throughout the year in an advisory capacity, is of great help in giving practical effect to the plans and policies which are determined upon in our semi-annual meetings.

This co-operation between manufacturer and distributor finds expression in a new type of service which distributors now offer their retailers. Overnight service is the keynote, and the best part about it is that this plan of service works—works to the greatest interests of every factor, mill, distributor, retailer and consumer. For example:

The leading retailer in a town of 10,000 population in the Southeast reports ten turnovers a year on one of our full-fashioned stockings which retails for \$1.95. Over-

[No. 2 of a Series]

*The "next to thinking matter" magazines:*

*The Atlantic Monthly*

*The Golden Book*

*Harper's Magazine*

*Review of Reviews*

*Scribner's Magazine*

*World's Work*

IN SCRIBNER'S  
ALWAYS THE BEST  
OF THE NEW  
WRITERS FIRST

Copy folks will enjoy "The Sun Also Rises" by Ernest Hemingway, another new Scribner author. Vivid descriptions. Perfect salesmanship on paper.

# 47,000 Eggs

in one incubator at one time. And the Smith Incubator Company—a Cleveland incubator manufacturer—makes none of smaller size.

Poultry and egg production is very much of a business today. It is profitable too. Its farmers are prosperous, alert business men who provide the good things of life for their families.

Cover the big producers in this market with a circulation of over a quarter million monthly.

**American Poultry Journal**

Chicago :: :: Illinois

**Poultry Tribune**

Mount Morris, Illinois

---

night service makes this possible. Note these facts: The goods cost him \$3,581; the total selling price is \$5,331; and his gross profit \$1,750—on an investment of \$350.

In the course of building up our product from almost exclusively cotton lines to high-class silk merchandise, we had continued to stress dependability and we paid premiums on our silk in order to insure the extra wearing quality which always had gone into our goods. We tested the new product for a year.

This was accomplished by going to one town at a time, staying there a week, and having our dealer offer one pair of hosiery free with every three pairs purchased. We then got the consumer's opinion and watched the repeat business.

After many tests of this sort all over the country, we found that more than 80 per cent of the women who took advantage of this offer and tried Durham stockings continued to buy the brand as well as to buy Durham hosiery for

other members of their families.

We then set out to capitalize these country-wide tests.

Our first advertisement, a page in a national weekly on October 16, took the form of a tickler advertisement. The headline was:

"On November 6 Durham Hosiery Mills Will Announce a Most Important Hosiery Event for Men, Women and Children."

In a large, centered box with a heavy border and set off on one side by a small cut showing women's stockings and on the other side by a cut of men's hose, we said:

Set aside November 6 to buy stockings and socks for every member of the family. Mark it well in your mind, or better still, write it down now on your calendar.

See the (names of one weekly and of four general and women's monthlies). Look at the Durham advertisement.

Be ready to take advantage of the hosiery event of the decade. Ask the store where you usually buy your hosiery for full information NOW. And watch for the Durham advertisement in these magazines.

Coppy further told that the event



When we produce an advertisement for a client, the best thinking of each principal of this organization goes into the work. We are small enough to provide such painstaking service—yet large enough to create and follow through with all the facilities of the modern agency.

## THE MANTERNACH COMPANY

*Advertising*

The Manternach Building · 55 Allyn Street  
HARTFORD, CONNECTICUT

# A Veritable Gold Mine

awaits advertisers who  
make intelligent use of

## The York, Pa. Gazette and Daily

which not only enjoys  
an extraordinary de-  
gree of reader confi-  
dence, but also pro-  
vides a complete and  
intensive coverage of  
its natural territory,  
**York County, Pa.**  
with a circulation that  
has not been forced or  
inflated in any sense  
whatever.

### Howland and Howland

National Representatives

NEW YORK  
393 Seventh Avenue  
CHICAGO  
360 North Michigan Avenue  
PHILADELPHIA  
Ledger Building

would be handled by more than 8,000 selected retailers throughout the United States and that it was made possible by leading wholesale merchants, acting as direct mill representatives, who had adopted Durham hosiery as their standard quality line. The names of our distributors were listed, and we thus were able to reach not only the consumer in this advertisement but also were able to talk interestingly to the retailer and to introduce our new plan to him.

On November 6 came the announcement itself, again a full page, in five national magazines. It read:

To the American Public:

This unusual offer appears in magazines read by fifty million people. It means we shall have to supply thousands of people with free pairs of hose. We do that willingly because experience proves that 87 out of 100 people who give Durham hosiery a real wearing-test continue to buy Durham year in and year out.

We offer you one pair free with the purchase of two pair because it takes three pair of hose for a convincing test. We want you to use them, abuse them, put them to the test of hardest wear.

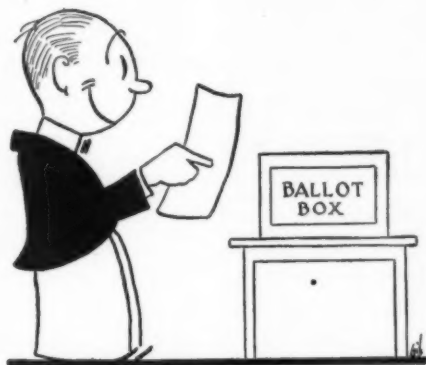
A coupon was placed at the bottom of the page, and ten backbone styles of our line, carried by the average hosiery retailer, were listed. These included women's chiffon, silk and lisle stockings, men's silk and lisle socks, and children's stockings. The coupon was redeemable by the dealer, who passed it on to the distributor, who, in turn, brought it back to us.

These two advertisements, preceding our regular national campaign which will begin early this year, were run to accelerate sales for our new distribution organization and give our product a chance to show what it is and what it can do.

However, I do not mean to give the impression by what I have said concerning our new distribution policy, that we do not sell under other mill brands as well as private brands. With a productive capacity of close to 100,000,000 pairs of hosiery a year, it is obvious that no one group of distribution outlets can do the entire job, even if it were desirable to have them do so.



## Men of Voting Age!



Three Million of them  
in the families of All-  
Fiction Field readers. ~



# All-Fiction Field

*Magazines of Clean Fiction*

NEW YORK CHICAGO BOSTON SAN FRANCISCO

# This Demonstration Gets Dealers to Improve Their Methods

It Points Out the Weak Points Common to Most Retailers and Then Shows Them How These Weaknesses May Be Strengthened

By James True

**D**UE to a simple demonstration, a number of retail dealers in radio apparatus, in Washington, D. C., have experienced a marked increase in business. As a direct result, and within five days, sales of fourteen expensive receivers have been reported. One prominent dealer, after seeing and hearing the illustrations of his merchandising faults, has decided to open an exclusive radio shop in the most fashionable retail section of the city. Another dealer who does a large business is preparing to take radio apparatus away from his stock of electrical goods and automobile accessories, and to open a special radio department in a separate store. There is a vast improvement in the window displays of radio all over town. In fact, an effective revolution is well started in radio retailing, and there is no doubt that the principles involved can be successfully applied to many other lines of business.

The most unusual feature of the demonstration is that it was designed to prove to retail radio dealers that their merchandising faults are losing many sales, and then to demonstrate to dealers how they can readily correct their faults. It is not enough to lecture to dealers and salespeople on how to sell goods properly, according to Mae B. Columbo, a representative of the Atwater Kent Manufacturing Company, who is in charge of the work. More profitable retail selling must begin with the showing up and correction of the faults and blunders which are killing innumerable sales in practically all retail stores. Only when this is accomplished can the best selling methods be promptly and successfully established.

To secure facts and material,

Miss Columbo made a shopping tour of the city. Assuming the part of a prospective purchaser who intended to buy an expensive radio receiver, she called on ten representative dealers. In every instance, she made a careful record of the window and store displays, of her reception, the conduct of the salesman and his selling talk, his showing of the goods, and every other factor that had an influence on selling.

The demonstration was held in co-operation with the wholesale distributor, the Southern Auto Supply Company, which sent out invitations to all of the retail dealers in the city and its suburbs to attend a dinner at one of the hotels. More than a hundred dealers accepted. The stage was set with radio apparatus and all the necessary store equipment. Then, several trained actors played the parts of the customer, the dealers and the salesmen, while Miss Columbo explained the action.

She informed her audience that the various scenes of the play were reproductions of her experience in ten of their stores. Then, after assuring them of the constructive and impersonal character of the entertainment, she asked them to try to identify the various scenes with the selling activities of their own stores. Since many of the dealers thought that perhaps their stores had been visited, this served to secure unusually attentive consideration.

## IMPORTANCE OF EYES AND EARS

In discussing the demonstration and its results, during an interview, Miss Columbo emphasized the importance of the visual and audible reproduction of actual occurrences. "The selling faults of the retailer," she said, "must be

## "What Will the Harvest Be?"

**A**TTEMPTING to harvest before the ripening process had advanced to the proper stage would result in tremendous spoilage and waste in farming.

This is equally true in marketing.

The sale of practically every article above the five and ten cent class is brought about by a process of *mind ripening*. Business comes in precise proportion as the mental seed planted has germinated and ripened.

Yet we find hundreds of manufacturers planting good seeds, carefully cultivating the plants and then destroying the half-ripe

potential sales by attempting to harvest before the ripening process is complete.

This is due, generally speaking, to failure to consider a vital third ingredient that is essential in eight marketing campaigns out of ten — but which is not used (or is wrongly used) in seven cases out of those eight.

We have published an interesting book which deals with this "*Third Ingredient in Selling*." Manufacturers who want maximum returns from the dollars they invest in sales cultivation are invited to ask for a copy.

[ This book is expensive and distribution is limited to executives. Requests for the book, which involve no expense or obligation, should be made on your business stationery. ]

• • •

**JAMES F. NEWCOMB & Co. INC.**

*Direct Advertising • Merchandising Counsel*

330 SEVENTH AVENUE, NEW YORK, N. Y.

# THE HERALD

In 1926 carried over

**4,000,000 Lines**

more display advertising than its nearest competitor in

**Syracuse, New York**

## Comparative Advertising Lineages Year 1926

HERALD	POST-STANDARD	JOURNAL
LOCAL (Exclusive of Auto)		
8,273,620 lines	4,493,897 lines	4,600,192 lines
NATIONAL (Exclusive of Auto)		
1,562,431	1,473,391	1,237,884
AUTOMOTIVE		
1,111,577	971,701	723,413
TOTAL		
10,947,628	6,938,989	6,561,489
Included in the above		
DEPARTMENT STORES		
2,313,242	1,211,914	154,125
FOOD		
663,115	281,748	503,556
WOMEN'S WEAR		
1,001,676	353,422	545,093
MEN'S WEAR		
677,303	372,571	627,384
ROTOGRAVURE		
191,724	79,897	

On July 1, 1926, The Herald employed DeLisser Bros., Inc., accountants to measure all Syracuse, N. Y., newspapers. The above figures were compiled by taking the Herald figures for the first six months of 1926 and DeLisser Bros. for the last six months of 1926.

National Representatives:

### PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue  
New York

Globe Building  
Boston

28 E. Jackson Blvd.  
Chicago

507 Montgomery St.  
San Francisco, California

Leary Building  
Seattle, Washington

Chamber of Commerce Bldg.  
Los Angeles, California

brought home to him in all of their glaring inconsistencies, and in the most impressive manner possible. When this is done, the average dealer is instantly converted and is eagerly willing to improve his selling methods.

"To me, one of the most interesting observations of my shopping tour in Washington was that the commonest selling faults are not confined to radio stores. Because radio is such a new industry and the product is so largely handled by retailers who are not long experienced in merchandising the general opinion is that the methods of retailing are much faultier than in other lines; but I have not found it so.

"A number of radio manufacturers are spending large appropriations to advertise their goods nationally. As with every other line that is nationally advertised, the ignorant retail salesman, faulty selling methods, poor store and window displays and indifferent merchandising offer a serious handicap to the manufacturer's selling effort. Therefore, the idea is to show the dealer his selling faults so that he may take advantage of, rather than offer a resistance to, the manufacturer's national advertising. I believe that I can best explain how we are accomplishing this with demonstrations by relating some of the things discovered on my shopping tour.

"Only in one instance was I waited on by a salesman who knew his business. In all of the stores I asked to see the manager. I did this for two reasons: I wanted to see the best selling effort the store had to offer, and I wanted to convey the impression that I was an important prospect. But in no case did I see the manager, for it was invariably explained that he was busy. However, in several instances the assistant manager waited on me, and one of them furnished the most horrible example of selling effort that I experienced.

"This man did not invite me to be seated. He showed me a radio receiver, priced at \$150 and imme-

## When you talk to YOUR Banker~

¶ Before you undertake a program of expansion involving the use of new capital or the extension of your line of credit, you go over your plans very carefully with your banker.

¶ Other manufacturers counsel similarly with their bankers. The men at the helm of the financial institutions of the country sit in on most of the questions involving the installation of new equipment representing capital investments, on the erection of new plants or the rehabilitation of old ones.

¶ You may well consider bankers and bank directors as men worth cultivating, worth informing and worth advertising to.

\* \* \*

## AMERICAN BANKERS ASSOCIATION JOURNAL

(MEMBER A. B. C.)

110 EAST 42nd STREET  
NEW YORK CITY

*Advertising Managers*  
ALDEN B. BAXTER,  
110 E. 42nd St., New York City  
CHARLES H. RAVELL,  
332 S. LaSalle St., Chicago, Ill.  
GEORGE WIGHT,  
25 Kearny St., San Francisco, Cal.

Brighten your story  
with our new color  
method of putting it  
on paper. Ask to see  
the book *The Miracle of Coral Gables*.



**CURRIER & HARFORD**  
LTD · 468 FOURTH AVE., N.Y.C.  
SELECTIVE ADVERTISING

**Underwear & Hosiery**  
*Review*  
93 Worth St. New York

diately began a long technical description of its insides which I did not understand. While he was explaining the workings of the receiver, a man came from the shop and deliberately walked between us without disturbing the assistant manager in the slightest. This man asked the manager several questions, and I was left standing alone while the information was being looked up. Then, the assistant manager was called to the telephone, and again left me standing idly.

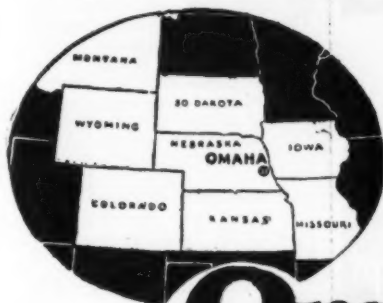
"While this store carried a large stock and was located in an excellent neighborhood, it had very poor window and store displays. There were only two chairs in the salesroom, and boxes and papers were piled on both. The displays were poor, and several of the finest sets were arranged near the door.

"This store was rather typical. In another one very much like it, the assistant manager took me to a set near the door, and while he was explaining it he kept glancing through the door at the people passing in the street. In still another store, the salesman began showing me expensive sets on the floor, and then walked with me toward the door, finally showing me a receiver that was located no more than three feet from the entrance. The sales-losing suggestion here was obvious.

NO ATTEMPT TO SIZE UP  
THE CUSTOMER

"One serious mistake that was repeated again and again was the emphasis placed on the time-payment feature. I was reasonably well-dressed, looked fairly prosperous, and of course the salesmen who waited on me did not know how much money I had in my handbag, or how I would prefer to pay for the goods I might buy. Only in one instance did the salesman make any apparent attempt to size me up. Most of the others, just as soon as a price was quoted, began to tell me about the wonderful advantages of paying only \$10 down and \$10 a month, and I have good reason to believe

OMAHA  
WORLD HERALD



Almost one-third of all the live stock in the United States is included in the eight states immediately surrounding Omaha, Nebraska, Iowa, Missouri, Kansas, South Dakota, Colorado, Montana, Wyoming. The live stock in these eight states is worth more than three times the total annual fruit production of the entire United States.

# Omaha

Farms of the agricultural regions surrounding Omaha produce one-fourth of the poultry and eggs of the United States. This territory markets poultry and poultry products valued at \$300,000,000 a year. Six million pounds of poultry are shipped to Omaha annually and approximately eighteen hundred carloads of eggs, representing twenty-two million dozen, are received here during a like period. As long as the world needs food Omaha's progress and prosperity are certain.



*That's  
Omaha*

Being Centrally located Omaha is the logical Distributing Point to the great Middle West.

YOU CAN REACH THE PEOPLE OF THIS RICH TERRITORY BY PLACING YOUR SALES MESSAGE IN

## THE OMAHA WORLD-HERALD

Circulation, December, 1926, 110,879 DAILY—114,225 SUNDAY

O'MARA & ORMSBEE, INC.,  
National Representatives

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO



# PEORIA'S

*greatest  
newspapers  
cover 124*

central Illinois towns and rural routes where industry was never healthier; crops were never better.

*The PEORIA  
JOURNAL-TRANSCRIPT*  
Read in  
4 out of 5 Homes

Write for Merchandising Co-operation  
CHAS. H. EDDY CO., Nat'l Representatives  
247 Park Ave. Wrigley Bldg.  
New York Chicago  
Old South Bldg., Boston

**Your Own  
MOTION  
PICTURES**

INDUSTRIAL-EDUCATIONAL  
COMMERCIAL-ADVERTISING

---

**Secure Financial  
Assistance for  
Worthy  
Causes**

---

*Stanley*  
ADVERTISING COMPANY

220 W. 42 St.  
New York  
Willie Goulding, Mgr.

1916 RACE ST.  
Phila. Ad. Bldg.  
R. F. Tennant, Mgr.

that this fault loses many cash sales.

"Another general mistake was the talking of technicalities, although I made it plain that I did not understand much about radio. Then, too, there was a tendency, in almost every instance, to make over-statements. I was assured several times that I could get great distance with receiving sets; but the salesmen did not explain that atmospheric conditions had everything to do with getting distance. Also, there were several discourtesies and other blunders that would have caused a woman to defer her intended purchase, or to go elsewhere."

#### THE RIGHT AND WRONG WAY

Most of these experiences were audibly and visually depicted by the actors during the demonstration. The selling faults of the dealers were vividly set forth, and it was carefully explained to the audience just why and how the faults prevented sales. Then the right way was carefully presented.

A large, beautiful Chinese rug was a part of the setting. Expensive radio receivers and other apparatus were arranged in attractive groups. Two comfortable chairs, facing away from the door, were placed. Showcases were represented, and several decorative lamps were lighted. A customer came in. She was greeted by a salesman who, after she said that she wanted to look at radio receivers, invited her to be seated. The salesman then brought a receiver to the customer and began to explain its good qualities.

At this point, the telephone bell rang. The salesman politely excused himself, and was away several minutes. The customer, knowing nothing about the receiver, soon lost interest in it. She glanced around and found several interesting magazines on a small table by the arm of her chair. She picked up a magazine and glanced over it until the salesman returned. Then, every step of the sale was illustrated. No exaggerated claims were made. Not a word knocking a competitive product was uttered. The salesman



# Buy Thorough Southern Coverage



THE largest, most responsive circulations can be inexpensively bought only through these five publications. Each is the dominating Southern publication in its field.

## Cotton

The largest textile monthly devoted to construction, administration and production problems of the mills. 8,500 circulation.

## Electrical South

Goes to leading jobbers, dealers and contractors and central station commercial departments. The only publication devoted exclusively to the commercial phases of the Southern electrical interests. 4,500 circulation.

## Southern Power Journal

Only power plant journal thoroughly covering Southern owners, superintendents, chief engineers and master mechanics. 20,000 circulation.

## Southern Hardware

Reaches all the worthwhile jobbers and dealers in the 15 Southern states. Editorial pages are confined to Southern trade conditions and edited in a practical way for practical business men. 5,500 circulation.

## Southern Automotive Dealer

Devoted to interests of distributors and dealers of automobiles and accessories and other automotive equipment and supplies. A necessary publication for thorough Southern coverage in its field, and read with unusual interest by its subscribers. 8,500 circulation.

Whatever you have to sell to textile mills or power plants, or through the automotive, electrical or hardware trades, sell it South through one of the foregoing publications with thorough Southern coverage and highest reader interest.

Write the publications in which you are interested.  
Complete information will be sent you promptly.

**W. R. C. SMITH PUBLISHING COMPANY**  
Atlanta, Georgia

sold the receivers on the quality of the service they would render. He did not discuss technicalities, and only went into an explanation of mechanism when a question made it necessary. Terms were not a part of his selling talk and were not mentioned until it was apparent that the customer was about ready to make a purchase. Then the salesman casually remarked that if the customer did not care to pay cash, convenient terms could be arranged.

After seeing the demonstration of horrible examples and, in contrast, a depiction of proper selling methods, the dealers were in a frame of mind to consider the improvement of other factors of selling. This, Miss Columbo took advantage of, and lectured briefly on the necessity of creating an attractive store atmosphere, of proper window displays, and the correct presentation of merchandise.

Later, in discussing the subject, she said that it was necessary for the manufacturer who would improve the selling methods of his retailers to begin with the dealer himself, and not the salesman. "When the individual dealers are awakened to the causes of many lost sales," she added, "and when they learn how to correct selling faults, you may be sure that they will instruct their salesmen accordingly and see that the instructions are carried out. In this regard, the manufacturer's big problem is to convince the retailer that his selling methods are faulty, and then to point the way to better methods without in the slightest degree offending the retailer.

"In the education of retail sales people, the large department stores are far ahead of the smaller stores and specialty shops. Yet the smaller stores, in the aggregate, sell a tremendous volume of merchandise, and, as a rule, their salesmen are under the direct supervision of the proprietor. Hence, by demonstrating to a large group of dealers, the manufacturer can influence the work of a great many salesmen in the smaller stores."

## "Better Than a Patent Office Examination"

ALABAMA ADVERTISING AGENCY  
BIRMINGHAM, ALA.

### Editor of PRINTERS' INK:

We received a number of letters concerning the item in your January 13 issue, page 120. One enclosed a copy of the "Health and Beauty" magazine in question, but the name of the publisher had been deleted.

You might be interested in knowing that the attorney handling copyrights for us suggested that PRINTERS' INK service in this respect is better than a Patent Office examination, since a number of titles have been established by prior use and not presented for copyright.

Let us hear from you if you locate the owner of the copyright.

ALABAMA ADVERTISING AGENCY.

## E. M. Loftus Gets Carnegie Medal

Edward M. Loftus, of the New York staff of The Allen-Klapp Company, publishers' representative, was awarded a bronze medal for valor, last week, by the Carnegie Hero Fund Commission. The award is in recognition of a rescue which Mr. Loftus made five years ago when he saved a couple from drowning in Lake Michigan, off of Rogers Park, Chicago.

## Now the Tucker Lithograph Company

The corporate name of the Tucker & Scheuerman Company, Inc., Long Island City, N. Y., lithographer, has been changed to the Tucker Lithograph Company, Inc. Spurgeon Tucker remains as president and supervisor of plant activities.

## Albert Neaze to Join "The Independent"

Albert Neaze, who is with Barton, Durstine & Osborn, Inc., will become associated with *The Independent*, Boston, on February 7, as Eastern advertising representative. His headquarters will be at New York.

## Tom Wye Appoints William B. Remington

Tom Wye, Inc., Winchendon, Mass., manufacturer of Gold Seal and Silver Seal knitted jackets and bathing suits, has placed its advertising account with William B. Remington, Springfield, Mass., advertising.

## Appoints Hicks Agency

The advertising account of Suzanne Lenglen Sportswear, New York, has been placed with the Hicks Advertising Agency, also of New York. Business papers, women's magazines, and newspapers will be used.

# Insure your parcel post



**T**HERE is no need to take a chance of suffering a loss on parcel post packages damaged, stolen or destroyed in transit. Simply supply yourself with a North America Coupon Book, as issued in convenient denominations, and, at the cost of a few cents per package, you are assured of prompt and satisfactory adjustment in the event of mishap.

## the North America way



"The Oldest  
American  
Fire and  
Marine  
Insurance  
Company"

Founded 1792

Insurance Company of North America  
Sixteenth Street at the Parkway  
Philadelphia, Pa., Dept. W-23

Name .....

Street .....

City ..... State .....

Wants information on Parcel Post Insurance

*We've taken the word*  
"Service"

From our vocabulary . . .

But we've added

It to our

Photographic force!

Which is where it  
Should be!

*Apeda Studio*  
PHOTOGRAPHERS

212 West 48th St.  
CHickering 3960  
New York



Offset Gravure is the  
highest development of  
offset printing.

A harmonious combination of well known principles.

Line or half-tone engraved intaglio and printed by offset-lithography.

*We shall be pleased to have your  
request for specimens*

**OFFSET GRAVURE  
CORPORATION**

110 Seventh Avenue  
Long Island City, New York

Astoria 7101

## British Government to Participate in Advertising Exhibit

Exhibition Will Be the Feature of the Convention of the Advertising Association Which Is to Be Held at Olympia from July 18 to 23 and Is Expected to Break All Attendance Records.

By Thomas Russell

London (England) Correspondent of  
PRINTERS' INK

**P**REPARATIONS for the 1927 convention of the Advertising Association, the English affiliation of the International Advertising Association, are well in hand. The executive has been appointed and constituent advertising clubs are already starting their on-to-London campaigns. Enthusiasm has been attracted to this by the announcement that the convention will have as its most striking feature a great advertising exhibition. The success of the exhibit is already assured by the energetic demand for space which instantly followed its announcement.

The convention is fixed for July 18 to July 23, and will be held at Olympia, the vast building in the West End of London, where the fashionable Horse Show, the Automobile Show, the Ideal Home Exhibition, and other big shows of every kind are held. It is the largest building in the Kingdom and the floor-space exceeds 180 acres, including some forty acres of gallery, available for exhibits. A big block of space has been retained by the Government for an exhibition of advertising for British Empire products, which will probably constitute the largest single exhibit.

The exhibition had only been announced a week when half the space was already let. A uniform scheme of decorations will be obligatory. All exhibition stands will be erected by the executive, Sir Lawrence Weaver, who is in command. The building contains a large conference hall, capable of seating from 6,000 to

THE BEST ELECTROTYPES ARE MADE IN NEW YORK

## You don't need to move a man's nose much to change his face



YOU create an advertisement for a client. In layout and type choice it is representative. You send an engraving of the illustration and a proof to various publications with instructions for composition.

¶ Every publication stamps its own character on the advertisement. Perhaps they do not carry exactly the type you want. Compositors have their own ideas about "following copy for style, etc."

¶ The individuality of the first proof is gone and you have as many "characters" as publications. The changes may be small. But you don't need to move a man's nose much to change his face. Then the advertisements lose that identity, that family resemblance that ties them up to the House they represent.

¶ Electrotypes every advertisement. Keep the character—and incidentally save yourself considerable worry about "what will they look like in the publication?"

EMPLOYING ELECTROTYPERS' & STERBOTYPERS'  
ASSOCIATION OF NEW YORK

*Executive Offices: 147 Fourth Ave.*

THE BEST ELECTROTYPES ARE MADE IN NEW YORK

*In questioning the validity of market surveys made by advertising agencies to determine whether their clients should advertise and if so what, where and how, we are not without support.*

Not a few agencies, and among them some of the best, prefer to have such surveys made by experienced and unbiased specialists.

Likewise, many of the clients.

## R. O. EASTMAN

*Incorporated*

7016 Euclid Avenue, Cleveland  
154 Nassau Street, New York

## Typographic and Layout Man

**T**HERE exists in an organization of recognized outstanding character an interesting opportunity for a man who knows type faces and type values and who has a developed sense of layout.

The man must fit into a personnel which is well-knit, progressive and imbued with the spirit that the best opportunity for advancement lies with this organization.

Please give your experience, age, religion and reasons for seeking this connection, in a letter which will be considered absolutely confidential. Address

**"J," Box 250, Printers' Ink**

7,000, and departmental sessions will be amply housed in a number of sound-proof rooms of different sizes. Our National Vigilance Committee is to have a place to itself for an exhibit teaching visitors what is being done, from within the advertising industry, to protect the public against deceptive advertisements. There will also be window dressing competitions every day for British and Continental display men, and screen advertising will be illustrated by a non-stop moving picture show of advertising stories. A chamber of horrors is under consideration, showing how not to advertise, and the British Poster Advertising Association is preparing what probably will be the largest collection of poster art, old and new, ever brought together in one place. The program of the convention itself is naturally a matter of the future, but from the reports of the clubs, it is evident that the attendance at individual sessions will break all records.

It is hoped that there will be a substantial delegation from the United States, and every arrangement for the convenience of American delegates can be relied upon.

### Stillson Press Elects Directors

At the annual meeting of stockholders of The Stillson Press, Inc., New York, the following directors were elected:

Edgerton Parsons, vice-president, Marsh & McLennan, Inc., New York; Charles D. Ferry, president, Ferry Hat Mfg. Co., New York; B. M. Douglas, general manager, Bourjois, Inc., New York; Wm. F. McChesney, president, Dominick & Haff, Inc., Newark, N. J.; Theodore E. Hazell, vice-president, W. H. Taylor & Co., Allentown, Pa.; and Samuel Graydon, president, and Oliver L. Bell, vice-president, of the Stillson company.

### Fur Account for Michaels & Heath

A. Jaeckel & Company, New York furriers, have placed their advertising account with Michaels & Heath, Inc., New York advertising agency. Newspapers and class magazines will be used.

### W. J. Ellers Joins Baltimore "Sun"

W. J. Ellers, of the Minneapolis Journal, has joined the advertising department of the Baltimore Sun.

## Business Paper Publishers Appoint Committees

J. H. Bragdon, of *Textile World*, president of The Associated Business Papers, Inc., has appointed the following standing and special committees:

**Agency Relations:** Western division, David B. Gibson, chairman; W. C. Shaughnessy, J. G. Jarrett, Russel L. Putnam and Harland J. Wright.

**Eastern division,** Harry E. Taylor, chairman, with Mr. Gibson as vice-chairman in charge of the Western division; Karl M. Mann, Harvey Conover, Jr., Fred S. Sly, David Meyers, L. F. Stoll, L. C. Fletcher and George H. Griffiths.

**Publicity:** G. E. Conkling, chairman; F. V. Clark, Charles-Allen Clark, E. J. Baker, L. F. Calahan, George O. Hays, William M. LeBrecht and Edward H. Ahrens.

**Membership:** Eastern division, E. S. Terhune, chairman; William Buxman, George Slate and J. H. Moore.

**Western division,** Warren G. Platt, Nathan C. Rockwood and Clay C. Cooper.

**Canadian division:** H. T. Hunter.

**Cost Research:** Henry G. Lord.

**Standardization:** J. C. Aspley, chairman; W. J. Rooke, W. H. Parsons, Howard Meyers, John N. Nind, Jr., J. E. Neary and Palmer H. Langdon.

**Education:** Paul I. Aldrich, chairman, Frank Bruce, C. J. Stark, G. D. Crain, Jr., J. A. Oakley and T. S. Rockwell.

**Postal:** M. C. Robbins, chairman; James H. McGraw, E. R. Shaw, J. G. Jarrett, V. C. Power, Henry Lee and Edward H. Ahrens.

**Trade Practices:** E. E. Haight, chairman; E. J. Mehren, Arthur L. Rice, Samuel O. Dunn, F. V. Cole and Fritz J. Frank.

The members of the advisory committee are: A. C. Pearson, chairman; James H. McGraw, Col. E. A. Simmons, Charles G. Phillips, Fritz J. Frank, M. C. Robbins, Arthur J. Baldwin, and Fred D. Porter, E. R. Shaw, W. H. Ukers, Samuel O. Dunn, A. W. Shaw, and John N. Nind, Jr.

## R. B. McDaniel Joins Ketchum, MacLeod & Grove

R. B. McDaniel, manager of the publicity division for the Pittsburgh district of the Westinghouse Electric and Manufacturing Company, has resigned to join Ketchum, MacLeod & Grove, Inc., Pittsburgh advertising agency, as an account executive.

## Durant Motors Appoints G. C. Hubbs

George C. Hubbs, formerly sales manager of the Ajax division of the Nash Motor Company, Kenosha, Wis., and at one time assistant sales manager of Dodge Brothers, Inc., Detroit, has joined the president's staff at New York, of Durant Motors, Inc.



## REVISED EDITION

OF

# "SALES CONTESTS"

## It Tells

In most authoritative manner the exact bearing that Sales Contests have on Sales, Salesmen and Wholesalers. It analyzes Contest Plans, indicates their use, abuse, influence and possibilities, and suggests an entirely new development of an old and very much worth-while system of sales stimulation.

This new book—called *Sales Contests*—epitomizes the experiences of Sales Managers who are pre-eminent in their field. It will prove of invaluable assistance to any executive interested in Sales. It is yours for the asking . . . entirely without obligation.

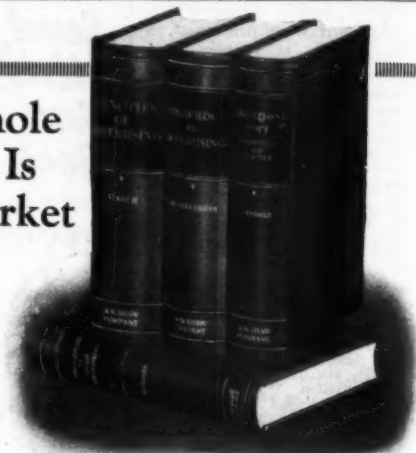
## ADVERTISING AGENCIES

Your clients will appreciate a copy of "Sales Contests." Its contents are of vital interest to you as well.

**United Premium Sales  
& Service Co.**  
1501-307 N. Michigan Ave.  
Chicago

## The Whole World Is Your Market

—if you know  
how to  
advertise  
successfully!



**A**NALYZE the success of leading American concerns. What one thing has boosted their sales so tremendously—and built up their profits on so remarkable a scale? Of course, you agree that right merchandising did it, and that this market-wide acceptance of their advertised products was the logical result of *advertising that paid*. Today, Wrigley's gum, Ivory soap, Eastman Kodaks, have won world-wide reputations. Right advertising "put them over" in the far-flung markets of the world.

## In What Are You Most Interested?

National, Retail, Mail Advertising; Copy, Color, Size?—You will find all the facts you need in this surprising desk-partner.

**A**S you turn over the pages of this *Advertisers' Encyclopedia* you will find *right* ways of advertising—how to gauge the size and power of your market; actual percentages of gross income to spend on publicity. Sales appeals, the advertising problems of investment houses, manufacturing concerns, wholesale houses, chain stores, department stores—all are fully analyzed and made clear.

Layouts, type faces, language, the factors in belief and conviction—the facts you need to understand the "salesology" of human nature—are plainly shown. Special sections tell how to select mediums, plan campaigns, write copy that sells—copy for magazines, newspapers; mail sales; billboards, trade, and class publications.

With advertising strategy such as this, by such men as Starch, Herrold, Poffenberger, and Brewster, you don't need to try costly experiments. They have been made. 2484 pages. 322 tables. 335 successful advertisements analyzed.

**Keep this Encyclopedia within reach. You will find it a real guide to more business. Examine it—FREE!**

—Examine this Encyclopedia—FREE—

**A. W. SHAW COMPANY,**  
Cass, Huron and Erie Streets,  
CHICAGO

Please send me for five days' free examination the new four-volume *Advertisers' Encyclopedia*, library buckram binding, gold stamped. I'll look over these volumes and if entirely satisfied, within five days after their receipt, I'll send you \$3, plus a few cents for postage and packing, and \$5 a month for four months, \$23 in all. Otherwise I'll return the books and that will end the matter. P. I. 23

Name.....

Street and No. ....

City and State.....

(Canada, \$25.30, duty prepaid, same terms; U. S. Territories and Colonies, \$25.30, cash with order; all other countries, \$25.30, cash with order.)



# Why Can't the Government Printing Office Stand on Its Own Feet?

The Public Printer Agrees with General Lord, Director of the Budget, That Too Much of the Taxpayers' Money Is Being Spent to Fill Waste Baskets of the Nation

*Washington Bureau  
of PRINTERS' INK*

THE annual report of the Public Printer, recently issued, specifically points out the great waste entailed by the printing of Government "free publications" and emphasizes the need of advertising and better merchandising facilities. Because of the widespread argument over the subject of free postage in its influence on increased postal rates, the items of waste enumerated by the report are especially interesting at this time.

The output of the Government Printing Office for the fiscal year of 1926 reached a total of \$12,599,074, including labor and materials for uncompleted work amounting to \$800,000, approximately. This was a gain of \$266,120 over the volume of the preceding year. While this increase appears to be small, it is something of an achievement since the production of the preceding year made a remarkable record with a gain of \$2,253,033 over the production for the fiscal year of 1924.

After mentioning a number of other facts of improvement and growth, the report states that Congress has again become the largest customer of the Government Printing Office, after having taken second place to the Post Office Department for several years. During the fiscal year of 1926, printing and binding charged to Congress amounted to \$2,157,460, in addition to which members of Congress paid the Public Printer \$80,922 on personal orders for the printing of separate copies of their speeches, and \$11,127 for copies of documents and bills. The cost of printing for Congress last year increased \$303,730 over the charges for the preceding year.

In regard to the total number

of copies printed, the report is significant. In all, there were 91,609,614 copies of various publications, including annual reports and documents, printed during the year for all branches of the Government service and Congress. The increase over the preceding year was 4 per cent. Considerably more than two-thirds of the publications were of octavo size, showing that the standardization of sizes has been generally adopted by the Government.

In regard to the distribution of publications, the report states that the Superintendent of Documents distributed 60,990,405 copies of publications last year, an increase of 11,500,000 copies. Of this number, 47,700,000 were sent out on the free lists maintained by the departments, 10,962,571 copies were sold, and more than 1,500,000 copies were distributed to the depository libraries. The great waste in this distribution is indicated by the following statement:

"As the 91,609,614 copies of publications printed during the year 1926, not including the 'Congressional Record' or Patent publications, cost \$5,217,351.82, it is fair to estimate that the free distribution of all but the sales and library copies cost the Government more than \$4,000,000 annually. Compared with this expenditure for free distribution, the receipts from the sale of Government publications, amounting to \$544,937.51 last year, are a poor financial return on the enormous investment that the Government has made in its publishing business.

## SALES RECEIPTS HAVE DOUBLED

"But there is some encouragement in the fact that the sales receipts have almost doubled in the last six years. Last year 3,191,789

more copies of Government publications were sold than in 1925, and the receipts increased \$57,-014.88. For the same year, however, the free distribution by the departments increased 8,523,771 copies."

At this point, the report states that the figures sustain the statement made by General Lord, Director of the Bureau of the Budget, at a recent meeting of the business organizations of the Government that "We are spending too much of the taxpayers' money in helping fill the waste baskets of the nation." Then the report points out:

"The waste is not only in the extravagant free distribution of Government publications, but also in preparation and printing of many books and pamphlets that have little or nothing to do with the proper functionings of the Federal Government and in the duplicating or overlapping of publications issued by a number of the departments."

Supplementing the Printer's re-

port, a statement of the Superintendent of Documents, Alton P. Tisdell, also emphasizes the need for the elimination of waste and for better merchandising practices. Mr. Tisdell points out that a future of unbounded usefulness lies before the public documents division of the Government Printing Office when Congress and the public awaken to a realization of the true value and proper function of Government publications, and when they become fully conversant with the possibilities for extension of the service that the office renders to the public.

While the report concedes that there may be certain publications which should be continued on the free basis, the Superintendent of Documents supports his contention that the exceptions should be very few and that the great majority of publications should be sold, by outlining the success of the Department of Commerce in distributing all of its publications at nominal prices.

As in the report of the Public

## *A* Real Opportunity for a Real Salesman of *Direct Advertising*

**T**HE organization—a well balanced, forward looking, intelligently and progressively directed printing organization of well established name and reputation.

**Q.** The product—direct advertising, intelligently planned from the point of view of the advertiser's needs.

**Q.** The man—must be of a calibre to fit the above organization and product. In his contacts he will convince largely by his knowledge of marketing and advertising. We are interested neither in the transient nor in the man who values mere permanence above income. We want the man who assures his permanence by making his income approximate his ambition. An interview will be arranged on receipt of a letter of full information. The letter will be considered entirely private.

**Address, "Opportunity" Box 20, Printers' Ink**

*We take pleasure  
in announcing that*

**Mr. Stephen M. Foster**

*and*

**Mr. W. E. Hawkins, Jr.**

*have joined our  
Executive Staff*



**Doyle, Kitchen & McCormick, Inc.**  
2 WEST 45<sup>th</sup> STREET NEW YORK  
*Advertising*

# An Opportunity

*For a Man or Group  
of Men who Know the  
Printing Business.*

A large, going printing business in Chicago is for sale.

The equipment consists of 20 beds (Miehle and Harris), both letter-press and offset—two and single color, with bindery and other equipment to balance.

The plant is doing the highest class color and black and white work and has a steady volume of business which can be increased.

The legitimate reason for its sale as a going business will be cheerfully given to any genuinely interested inquirer.

**Address:**

**ALBERT FRANK & Co.**

*Advertising*

134 So. LaSalle St., Chicago

*Advertisement inserted for client.*

Printer, there are many interesting facts and opinions in Mr. Tisdell's report which cannot be mentioned in a brief review. He clearly points out that a definite and modern sales policy would not only eliminate waste, but would furnish the money for the employment of an adequate personnel and the adoption of modern distributive methods. And he sums up his convincing argument with this significant statement:

"During the past year there were sold 10,962,571 copies of Government publications, for which \$544,937.51 was received. There is no doubt that with proper advertising the sales would have amounted to more than a million dollars. The Government does not properly market its product. Although many millions are expended in the collection of information and the printing of publications, no funds are available for advertising."

## I. Barnard Joins Porter-Eastman-Byrne

The Barnard Advertising Agency, Chicago, has been discontinued by its president, I. Barnard, who has joined the Porter-Eastman-Byrne Company, Chicago, as an account executive.

Among the accounts formerly directed by the agency and which will now be directed by the Porter-Eastman-Byrne Company are the Premier Electric Company, telephone manufacturer; Hudson Tailoring Company; K. & S. Sales Company, novelties, and the Illinois Burkestone Corporation, chemical stone, all of Chicago, and the Progress Paint Company, Cleveland.

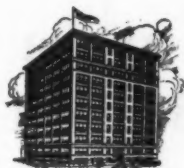
A. J. Weber, formerly vice-president of the Barnard agency, has also joined the Porter-Eastman-Byrne Company.

## Death of Frank A. Bullock

Frank A. Bullock, publicity director for Abraham & Straus, Brooklyn, N. Y., died on January 27 at Kew Gardens, N. Y. He was forty-nine years old. Mr. Bullock joined Abraham & Straus three years ago. He formerly had been with the Wm. Filene's Sons Company, Boston.

## "The Sportsman" Appoints Western Representative

*The Sportsman*, Boston, has appointed Archer A. King, Inc., publishers' representative, Chicago, as its Western advertising representative.



*One of the Largest and Most  
Complete Printing Plants in  
the United States*

**F**OR MORE than a third of a century this firm has *specialized* in the production of publications and catalogues.

Our equipment has been developed, year after year, for the express purpose of *producing this kind of printing efficiently*. The people in the plant have learned how to handle this work so thoroughly that the production of publications and catalogues is second nature to them.

So, when you bring your work to the **PRINTING PRODUCTS CORPORATION** for production, you are assured of the expert service of specialists. The book we turn out for you will be an effective representative in your field. The merchandise you offer will have behind it every advantage of correct printing treatment.

And when you call us in to advise with you in connection with your work, you have the benefit of all our experience with hundreds upon hundreds of other similar publications and catalogues. Quite naturally, efficiency, and economy, and thorough satisfaction grow out of your contact with us.

*Send us your specifications on your publication, catalogue or booklet and we will promptly submit our proposition to you*

## **Printing Products Corporation**

**Formerly Rogers & Hall Company**

**PUBLICATION AND CATALOGUE  
PRINTERS**

**ARTISTS, ENGRAVERS, ELECTROTYPERS**

**POLK AND LA SALLE STREETS, CHICAGO, ILLINOIS**

**Whether**

**"You are a Bull  
or a Bear on 1927"**

the quality of your printing plates  
will be of BIG importance.

The real value of many expensive  
originals of great merit has been  
lost by their inferior reproduction.

**REALIZE** the advantage of hav-  
ing your color plates made where  
the *faithful* reproduction of the  
most difficult original is abso-  
lutely assured and by a House  
whose quality has never been  
excelled.

Pioneer Process Plate Makers  
**Electro - Tint Engraving Company**  
Race at 13th Streets  
Philadelphia, Pennsylvania  
*Makers of the Largest Color Plates*

## Stock Exchange Issues New Advertising Rules

Blind advertisements and any copy which makes mention of hypothetical statements cannot be used by members of the New York Stock Exchange in their advertising of security offerings. These qualifications are among several determined upon for the guidance of its members in the rules laid down by the Stock Exchange and which were made the subject of a recent letter to members from E. V. D. Cox, secretary.

The policy of the committee on business conduct and the committee on arrangements is outlined in this letter, which reads, in part, as follows:

"Every advertisement of a member offering to make purchases or sales of listed securities must, before publication, in addition to the approval required in Section 3, receive the approval of the committee on arrangements. Section 2 requires that 'every advertisement of a member, unless it is in general form approved by the committee on business conduct, must, before publication, receive the approval of said committee.'

"A proposed advertisement in a general form that has been approved by the committee on business conduct may be published without first being submitted. The following types of advertisement come under this general description:

"An ordinary business card, a simple and direct offering of a particular security (which must be named and not take the form of a so-called 'blind' advertisement) and a syndicate offering of securities by a corporation, provided, first, that the security advertised is not that of a corporation in a prospective state; second, that no prediction of any kind is made in the offering; third, that no statement is made of what past earnings would have been under any assumed conditions that did not exist at the time; and fourth, that no reference is made to any contemplated application to list the security on this exchange."

The rules also provide that members must maintain on the floor of the Exchange the same prices which are quoted on the over-the-counter market in cases where public offering of listed securities are permitted.

### H. E. McManus, Advertising Director, Baltimore "News"

H. E. McManus, formerly in charge of the advertising department of the Baltimore *American*, has become advertising director of the Baltimore *News*. He had been director of advertising research for the "Sextet" group of Hearst newspapers.

### J. J. Lawler, President, Koch Agency

John J. Lawler, vice-president of The Koch Company, Inc., Milwaukee advertising agency, has been elected president. G. C. DeHeus was re-elected vice-president and Victor A. Fleischmann secretary-treasurer.

## New Agency Forming

A new Advertising Agency being formed in New York City with ample financial resources to handle a large volume of business seeks a partner. This connection offers an unusual opportunity to a seasoned Advertising Agency Executive who is confident of his ability to build up volume business. He should be an experienced merchandiser, favorably known in the New York field. He should know how to develop a complete plan for Agency operation, be a convincing talker and know how to present his proposition to prospective clients.

Please give complete details of experience in first letter, which will be treated in strict confidence. Appointment will be made for interview with the President. N., Box 109 P. I.

# Assistant Sales Manager Wanted

Excellent opportunity for promotion to Sales Manager in two or three years. Prefer man 35 to 40. Nationally advertised ethical firm whose products are advertised only to doctors. Man with experience in handling detail men and acquainted with methods of correspondence with medical profession would be given preference.

Write, giving past experience, to "Q," Box 252, care of Printers' Ink.

## Choosing the Right Name or Chang- ing It Later

(Continued from page 8)

says to his son: "The chief thing about which to take care is that it (the name) looks well in print. It should also have an attractive sound, and be easy to remember. It should give one a hint of something familiar."

Neither coiners of trick words nor those responsible for too dignified and cumbersome names could gather much comfort from that.

For a name is a handle so that ordinary people can pick up the object with it, carry it around and sometimes pass it on.

The name to be chosen, therefore, is a thing of importance. Real care and attention must be given to it and nothing is more helpful in its choosing than listening to what customers and employees say, and most of all what the final consumer says about it when it is first tried out.

## Associated Business Papers to Meet

The Associated Business Papers, Inc., will hold an Eastern executive round table at New York, on February 9, at which J. H. Bragdon, president, and F. M. Feiker, secretary and managing director of the organization, will discuss plans for the new year. Mr. Bragdon and Mr. Feiker attended a similar meeting at Chicago, on January 10, which was attended by sixty members.

## Guy Lemmon Heads Hassler Manufacturing

Guy Lemmon has been elected president of the Hassler Manufacturing Company, Inc., Indianapolis, Ind. Hassler shock absorbers. Arthur H. Shaft is vice-president and treasurer and Edwin Gibbs secretary. J. E. Casey has been appointed sales manager.

## Peter Stauer Dead

Peter Stauer, for a number of years engaged in outdoor advertising work, died at New Orleans on January 24. He was associated with the former Thos. Cusack Company and was one of the founders of the General Outdoor Advertising Company, serving as vice-president of the organization for a time. He had been living at Biloxi, Miss., for the last year.



## *Are You This Exceptional Writer?*

**W**E are looking for a man who can write exceptional copy.

As we see it, what makes a writer great in any field is primarily his ideas. Many men can express themselves lucidly, but comparatively few have the ability to think originally and along lines that will attract and influence readers.

The first quality that we seek, therefore, is the ability to think. Then the ability to put words together so that they register quickly and forcefully.

Almost every writer of advertising copy thinks he has both of these abilities. But the man who really has them knows it and can prove it by the stuff he has written, however small in quantity.

We should prefer a young man who expects some day to be a headliner. A man who has had some experience in writing copy for good accounts, but "whose future is not behind him." For such a man there is as fine an opportunity here as we believe exists in the agency field today. The salary is adequate and the chance to write copy that will attract attention is remarkable.

Please do *not* call on us—but write, sending examples, if possible. They will be returned in good condition. Kindly address your letters to Mr. H. M. Kiesewetter. They will be put upon his desk unopened and will be held in strict confidence.

**WALES ADVERTISING COMPANY**  
*250 Park Avenue, New York*

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. L. ROMER, Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, minimum order \$3.25.

JOHN IRVING ROMER, Editor  
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D. M. Hubbard  
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NEW YORK, FEBRUARY 3, 1927

## Returned Goods and Sloppy Selling

The expression, "goods well sold," is of far-reaching significance. Manufacturers and wholesalers often have to be reminded that a large proportion of their merchandising troubles have their source in poor selling. There is the so-called "returned goods evil," which, as the newspaper writers would say, "has been mentioned in the dispatches so frequently of late." The "returned goods evil" is often another term—an alibi term—for poor selling. For example:

Not long ago a manufacturer of a canned food product received a return shipment from a retailer. There were two kinds of goods represented in the shipment,

a large quantity of a new item and a small quantity of an established item. The original order had been taken by the manufacturer's missionary salesman and filled through the jobber. After the goods had stood upon the retail dealer's shelves for three or four months, the retailer decided they should stand there no longer, and, upon the advice of the jobber's salesman, he shipped them back to the manufacturer. The manufacturer is thus led to observe, "Had the dealer returned only the new goods, or were this an isolated instance of a dealer sending back both new and old goods, there would be nothing unusual in the incident. But the practice is becoming quite general. What does it mean? Are other manufacturers, in other lines, experiencing the same thing?"

Manufacturers in all lines experience an epidemic of the "returned goods evil" when they lapse into sloppy selling. Merchandise that comes back because it is "imperfect," "damaged," or "not ordered," is a serious enough thing in its way, but the remedy is simple and obvious. When, however, goods come back because they do not sell, that is an evidence of functional disease in the sales department. It is an unfailing sign that merchandise is not being properly sold. Moreover, the disorder is one which scolding will not cure. Blaming the retailer, or the jobber and his salesman, is only citing additional proof that the selling which should have been done by the manufacturer was left to the charity of the bystanders.

## Rewards for Quality Selling

Most sales contests are designed to secure immediate increases in sales. Certain manufacturers, however, include in contests the purpose of encouraging salesmen to open new accounts, to make more calls per day or collect outstanding accounts. Several companies have based sales contests on the fact that profits depend largely upon the size of the initial payment secured by the salesman. In

selling products on the partial payment plan, the salesmen are often willing to accept a small down payment if the company will permit, and the purchaser may decide later to get along without the product.

Contests which encourage "clean" sales as opposed to transactions which continually hang fire because the buyer has not thoroughly been sold, are increasing in number. Credit is given upon the basis of the amount of the cash down payment. Reports, verified later by the sales manager, are totaled up and points awarded on a definite basis of reckoning, with percentages for the various cash down amounts.

Contests which reward for quality as well as quantity orders are based upon a principle that may be adopted by many manufacturers, even though they do not sell on a partial-payment plan. A carefully planned method of awarding points for other things in addition to mere volume will do away with the obvious disadvantage of sales contests in general; namely, that they encourage a certain amount of desperate selling, which does no real good in the long run.

### **Competition Helps the Whole Market**

If an outsider were asked what industry in England is most effectively managed from the sales standpoint, he would be apt to answer "soap." With thoughts in mind of the remarkable merchandising and advertising success of Lever Brothers, it might be thought that if any market were thoroughly and completely covered it was that of household soap. Almost any other industry, it would seem, would be more susceptible to a sales and advertising campaign introducing a new product. And yet Thomas Hedley & Company, with a totally new soap, were able to put it on the map so effectively that by the end of the sixth week of selling the entire visible supply of olive oil had been cornered and all three of their factories were working three eight-hour shifts a day to

meet the requirements of the sales department.

Thus once again it was proved, this time in England, that there is no such thing as a closed market—that there is always room for a new idea backed by aggressive sales and advertising. The very effectiveness of the previous selling of Lever Brothers undoubtedly helped in the introduction of the new product, made by a competitor. The thought of buying advertised soap had been so thoroughly implanted in the minds of the public by many years of Lord Leverhulme's advertising that another manufacturer coming along with a new product had his way made easier by that very fact. A further investigation will probably indicate, also, that the drive by the newcomer increased the total sales of all soaps to such an extent that Lever Brothers and other soap manufacturers had their sales increased. A field in which aggressive and constructive leadership on the part of one or two manufacturers has long been an established fact, is for that very reason an industry in which a newcomer has an excellent chance.

This is a good thing to remember when a small manufacturer says to himself: "What chance have I against some of those big fellows who have dominated the market for so long a time?" It is also a good thing for the big fellow to remember, so that he does not neglect aggressive sales and advertising methods and think that he can sail along upon momentum acquired years ago.

### **Pollyanna Press Agency**

"Public relations counsels" can do anything. They are great men. They are the intellectual descendants of Buddha, Plato, Darwin and Benjamin Franklin. They say so themselves. They can even stop a run on a bank.

A certain "public relations counsel" who, like certain of his brethren, gets out a printed bulletin for the purpose of drumming up business and for pointing out the great difference between vulgar

press agency tweedledum and high-minded public relations counsel tweedledee, strongly intimates in his bulletin that he could have prevented a run on a New York bank.

The run on the bank in question occurred because three of its officials were accused of stealing \$480,000. They have been arrested, charged with defalcation and held without bail. Our "public relations counsel" refers to the run that followed the disclosure of this information as a "preventable disaster." A public relations counsel, he says, would have prevented such a catastrophe.

We heartily disagree with this suggestion. In cases where officials of banks are arrested for absconding with bank funds it is very much in order for the public to take steps to protect itself. If a run on a bank will result in change in management thus penalizing the old management for its lack of ability, the public must not be denied the right to cause a run.

A bank exists on the basis of public confidence. The penalty for mismanagement or any indication of mismanagement is the loss of public confidence. A press agent or public relations counsel in the pay of a bank which the public feels does not merit its confidence has no right to tamper with that confidence. Newspapers and the public are entitled to direct access to news of a bank. A "public relations counsel" oversteps himself in such a case, as is the usual habit of that high-titled calling.

What the bank in question apparently needed was better management and not a "public relations counsel."

### **How Conscious Are You?**

And now men are to be made shoe conscious. The per capita consumption of men's shoes has been falling off steadily the last few years. The manufacturers have decided, and no doubt accurately, that this slump is due to the fact that men have become negligent in so far as the appear-

ance of their shoes is concerned. Men who will wear nothing but silk socks and who demand a wide and varied assortment of expensive half hose, are not so finicky about their shoes. Therefore, they are to be made shoe conscious.

The makers of Paris Garters have been endeavoring to make men garter conscious with their remarks concerning the degree of attention garters would receive were they worn around the neck. Not to be outdone, we understand the hat manufacturers have one or two surprises in store for men this spring and summer that are calculated to jolt men into a greater hat consciousness than has been displayed in the past.

We wonder when the manufacturers of umbrellas will undertake to make men umbrella conscious, ditto for the makers of rubbers, the same for the producers of handkerchiefs, and so on down the line of men's wearing apparel and haberdashery. Actually, when one begins to contemplate the things about which most men are totally, or almost so, unconscious, one wonders to what extent and in what direction the mind of the male functions at all.

Perhaps it would be in order to suggest that we amend our national greeting by changing it from "How are you?" to "How conscious are you?"

### **Bureau of Advertising Makes Contest Awards**

Carl W. Jones, of the *Minneapolis Journal*, has been awarded first prize in the advertise newspaper advertising contest which was conducted by the Bureau of Advertising of the American Newspaper Publishers Association. In all 245 contestants submitted more than 600 pieces of copy. The judges made the award to Mr. Jones in consideration of the merit of a series of advertisements which he submitted.

Second prize was awarded to Percy M. Stelle, secretary to R. F. R. Huntsman, publisher of the *Brooklyn Standard Union*. There was a tie for third place, honors going to Mrs. Elizabeth Dickens Schaffer, Albuquerque, N. Mex., and O. F. Ballou, Washington, D. C.

### **W. E. Robertson Joins "Harpers Magazine"**

William E. Robertson has been appointed assistant advertising manager of *Harpers Magazine*, New York.

Feb. 3, 1927

PRINTERS' INK

185

# ILLUSTRATIONS

CREATIVE  
IDEAS *that*  
*make* SALES

DRAWINGS  
FOR FOLDERS  
BOOKLETS  
MAGAZINES  
NEWSPAPERS



CHARCOAL  
COLOR  
WASH  
INK



# ETHRIDGE

25 EAST 26TH ST. NEW YORK CITY A.S.H. 8820

# Advertising Club News

## What Does Farm Discontent Mean to Advertisers?

There are farm sections that are entirely satisfied with their situation today but they are the backward districts where farm papers are seldom read. It is only where farm papers are read that there are rumblings of discontent, T. W. LeQuatte, advertising manager of *Farm Life*, Spencer, Ind., told the Chicago Advertising Post of the American Legion, January 24.

These rumblings Mr. LeQuatte interpreted as signs of progress and the intelligent desire for better standards of living on farms. "I am asked often how farmers can be good prospects for advertised goods," he said, "if they are in as bad condition as the politicians think they are. The farmers who supply the food of the nation want to see some orderly system of marketing evolved. But there is no real farm problem save that of several million families working energetically to make life on the farm more and more desirable. That is a healthy problem."

\* \* \*

## Eleventh District to Meet at Greeley, Colo.

The annual convention of the Eleventh District of the International Advertising Association will be held at Greeley, Colo., on February 25 and 26. This district includes Colorado, Utah, Wyoming, Idaho, New Mexico, Arizona and Nevada.

Among those who are to address the meeting are: C. K. Woodbridge, president of the association; W. Frank McClure, chairman of the Advertising Commission; Robert A. Warfel, secretary of the commission; Frank L. Blanchard, of Henry L. Doherty & Company; and Martin L. Pierce, of The Hoover Company.

F. E. J. Rensholdt is chairman of this district. E. K. Hartzell is chairman of the program committee.

\* \* \*

## Toledo Bureau Elects Officers

The Toledo Better Business Bureau, Inc., elected the following officers at a meeting of its directors: S. L. McNary, vice-president of the Security Savings Bank & Trust Company, president; R. C. Patterson, president and general manager of the *Toledo Times*, first vice-president; T. H. Sewell, second vice-president; George C. Shepard, third vice-president; and Laura Brown, treasurer.

Homer E. Frye is manager of the Bureau.

\* \* \*

## Eric Club Starts "Red Rooster"

"The Red Rooster" is the name of a club publication started by the Eric, Pa., Advertising Club. It will appear monthly. Roy Hackenberg is editor.

## Four Meetings of Advertising Interests at Columbus

Three conventions and a meeting of the Advertising Commission which took place at Columbus, Ohio, last week brought to that city representatives of advertising clubs in Ohio, Michigan and West Virginia and Ohio newspaper publishers.

The groups meeting were the Fifth District of the International Advertising Association, the Associated Ohio Dailies and the Ohio Select List of Daily Newspapers.

At the close of the annual meeting of the Fifth District, A. H. Apking, of Cincinnati, was elected chairman. He succeeds Harry M. Miller, of Columbus.

Gordon W. Kingsbury, of the Detroit Ad Club, was elected vice-chairman and A. T. McFadyen, of Grand Rapids, secretary-treasurer. Mr. Miller was appointed chairman of the District On-to-Denver committee and, together with Mr. Apking, he will represent the District on the Advertising Commission. Grand Rapids was chosen as the next convention city.

Joint sessions were held with the Advertising Commission which held its midwinter meeting, Chairman W. Frank McClure presiding. In addition, at a luncheon, these two groups met together with the Associated Ohio Dailies which was holding its annual meeting.

With the exception of F. W. Bush, of the *Athens Messenger*, who was elected a vice-president to fill the vacancy caused by the death of George M. Taylor, of the *Portsmouth Times*, all the Associated officers were elected for a third term. The re-elected officers are R. C. Snyder, *Norwalk Reflector-Herald*, president; E. E. Cook, *Scrapps-Howard League*, Columbus, vice-president; Osman C. Hooper, department of journalism, Ohio State University, secretary and Alfred Haswell, *Bowling Green Sentinel-Tribune*, treasurer.

There were many group sessions held during the district convention at which particular subjects of pertinent interest to each group were discussed.

\* \* \*

## New York Business-Paper Editors to Meet

The next meeting of the New York Editorial Conference of business-paper executives will be held at the Hotel Astor, New York, on February 4. Fred Suhr, of Cowan, Dempsey & Dengler, Inc., New York, will speak.



A. H. APKING

## New Orleans Club Co-operates with Community Chest

A committee of six members of the Advertising Club of New Orleans, La., co-operated with the Community Chest campaign to raise funds for a number of charitable organizations. A series of sixteen newspaper advertisements was prepared for the campaign, which was conducted from January 15 to 25.

A portfolio containing proofs of these advertisements was presented to each of the workers and solicitors for the drive. A note attached to the portfolio stated that the publicity committee "feels that a study of these advertisements will help you in answering many of the questions that you will undoubtedly be confronted with."

In sending one of these portfolios to PRINTERS' INK, J. C. Barnes, vice-president of the New Orleans Advertising Club, and chairman of the publicity committee, writes:

"Our object in sending this portfolio to you, and going into details about its preparation, is to encourage other advertising clubs to co-operate with the Community Chests and similar organizations in their localities. All the work was done without cost to the Chest, and the services of all members were donated. We feel that the advertising club should be a community builder, and that this type of co-operation will tend to raise the standard of the advertising club in its community."

The other members of the committee were: L. F. Blackburn, W. A. Feuillan, Jr., Jules P. Paglin, Roy A. Schwarz and James I. Smith.

\* \* \*

## Philadelphia Women Hold "Ben Franklin Night"

The Philadelphia Club of Advertising Women held its annual Ben Franklin Night at the Poor Richard club house on January 27. A feature of the dinner was a motion-picture entitled, "His Spirit Still Lives." Dr. Herbert W. Hess, head of the advertising and merchandising course of the University of Pennsylvania, spoke on the "Philosophy of Salesmanship."

Mrs. Bessie P. Griest was hostess, assisted by Eleanor McNulty and Clara Stroh. Mrs. Ellen Batten, president of the club, presided.

\* \* \*

## Art Directors Club to Hold Lecture Series

The third annual series of lectures given by the Art Directors Club at New York, will start on February 9. The talks will be on "Art from the Advertisers' Angle."

\* \* \*

## Baltimore Advertising Club Appointment

R. E. Stapleton, of the Baltimore Sun, has been appointed chairman of the On-to-Denver committee of the Advertising Club of Baltimore.

## Advises Search for Unadvertised Products

Before attempting to help in the sale of a product, advertising men should discover whether the article possesses the right to existence, in the opinion of Fred E. Moskovics, president of the Stutz Motor Company. In a talk which he made before the newspaper meeting, last week, of the Milwaukee Advertising Club, Mr. Moskovics said that there were many articles as yet unadvertised which have this right and these, he said, the progressive advertising man will dig up and help to promote.

The speaker urged advertising solicitors to put greater effort into their work and become advisors of business rather than merely advertising solicitors. They should study more thoroughly the problems of their clients and prospects and the principals of merchandising which control the business they are seeking. He appealed to them to be less prejudiced against mediums of advertising other than those they are selling and to be more charitable toward the views of their competitors.

\* \* \*

## Chicago Council Honors Stanley Clague

The Advertising Council of The Chicago Association of Commerce adopted a resolution on January 26 in memory of Stanley Clague, the late managing director of the Audit Bureau of Circulations. At the time of his death, Mr. Clague was vice-chairman of the Council.

Among the tributes paid to Mr. Clague's memory in this resolution is the statement that he had "aided vastly in lifting journalism to a higher plane of candor and honesty."

\* \* \*

## Pacific Coast Club Officials Hold Midwinter Conference

The officers of the Pacific Coast Advertising Clubs Association held a midwinter conference on January 25, at Seattle. Plans for the June convention of the association were discussed. A. Carman Smith, of Los Angeles, chairman of the constitution revision committee, made a report on the new constitution which will be adopted by the association at the next annual meeting.

## Join Geo. B. David Company

Robert MacQuoid, formerly president of The Devine-MacQuoid Company, and Thomas Van Steenburgh, formerly with the New York Home News, have joined the soliciting staff of the Geo. B. David Company, publishers' representative.

Roy G. Rosenthal, publisher of the Montesano, Wash., Vidette, has been elected vice-president of the University Publishing Company, Seattle, Wash.



# The Little Schoolmaster's Classroom

LARGE offices have the problem of internal distribution of papers to deal with all the time. There are incoming, outgoing and office-to-office, or desk-to-desk papers to be distributed and collected all day long. One of the larger advertising agencies in New York uses a scheme that commends itself to the Schoolmaster for simplicity and effectiveness. While he was sitting at the desk of one of the officers of this agency the other day, an office boy came in and took some papers out of his desk-tray. In this tray with the papers was a tag or ticket, about three inches square, of heavy gray material, bearing the letters in big type, "1 P. M." At the same time he dropped another tag into the tray printed, "2 P. M."

"It's a call system," explained the agency man. "Each desk in the office is a station. The boy makes the rounds every hour, on the hour, from opening time in the morning till closing time at night. On his last round he leaves a red ticket in each tray, printed 'Final.' When I see that ticket in my tray I know there will be no more collections that night, so if I want any papers or letters distributed before I leave, I call for a special boy, or take care of the matter myself."

Beginning at nine and ending at five o'clock, a boy makes nine calls during the day, at each office desk or station. If there are twenty-five stations in the office there would have to be twenty-five cards printed for each hour. The boy makes his first round in the morning at nine o'clock with the twenty-five cards for "9 A. M." As he gathers up the ones printed "Final," left in the trays the evening before, he also removes whatever papers may have been left there in the interim, and leaves one of the "9 A. M." cards. Not only does the presence of the card in the tray warn the man at the desk how long it will be before

the next collection, but the system as a whole is a precaution against lost and delayed papers.

\* \* \*

There are a vast number of things which are purchased or influenced by the other sex, whichever yours may be. Sometimes, as in the case of men's cuff-buttons, it is discovered that women do almost all of the purchasing. The influence of men upon the purchase of vacuum cleaners or refrigerators, and that of the young daughter in the purchase of an automobile have all been commented upon.

And now comes the news that it is gentlemen who prefer tablecloths, and who greatly influence their sale. Women, so report has it, prefer a shining table scantily decorated with dainty doilies, but a he-man demands the restfulness of a lustrous linen cloth. The Irish and Scottish Linen Damask Guild, Inc., authority for this discovery, is advising retailers through its house magazine to sell tablecloths by reminding the ladies that gentlemen prefer them—tablecloths, not ladies. The appetizing purity and sense of restfulness of a snowy expanse of linen are among the qualities which make men demand it as a table covering in place of dinky little doilies.

In proving this point, the Guild calls to witness men like Theodore Roosevelt who, upon his return from his African trip, is reported to have expressed relief at finding a linen tablecloth again, and Roy Chapman Andrews, famed explorer, who boasted of dining from a tablecloth whenever possible during his recent expedition into the wilds of Mongolia. Andrews gave as his reason the fact that long experience proved "after a fatiguing day when perhaps things have gone wrong, it is restful to sit down to a meal set forth on a fresh white cloth."

The Guild suggests that these



Comments like those of Mr. Thornburgh are being made by many other manufacturers who have used our help over a period of years, including:

American Face Brick Assn.  
California White & Sugar  
Pine Mfrs. Assn.  
Celotex Company  
Common Brick Mfrs. Assn.  
Crane Company  
Detroit Steel Products Co.  
Kerner Incinerator Co.  
Long-Bell Lumber Co.  
Palmer Lumber Company  
Riddle Co., The Edward N.  
U. S. Materials Co.  
Vendor Slate Company

## In the words of—

D. W. Thornburgh, of the  
Wasmuth-Endicott Co., An-  
drews, Ind.

"We feel that your magazine has brought us some very effective returns this year. Many of the inquiries which we have received have been traced thru to their eventual sales, and we have found that these aggregate a very considerable volume of sales, and that they are from a very desirable class of realtors."

This is the way we help building material manufacturers sell investment builders. Realtors—America's homebuilders lead in residential building.

### NATIONAL A.B.C. REAL ESTATE A.B.P. JOURNAL

Porter-Bede-Langtry Corporation,  
Publishers  
139 N. Clark St., Chicago

## KITCHEN STANDARD UNIT



Note the smooth doors, concealed hinges and beautiful new paneling.

## Banished forever .... the pantry!



The Pulmanook

Common at table and over or four  
chairs. Holds many and quality  
are well.

Now you can eliminate the pantry from every kitchen you build—and at the same time add selling value to your property. All the storage space and working equipment a woman needs is provided right in the kitchen by Kitchen Maid Units—they include everything from kitchen cabinet to broom and dish closets, from Pulmanooks and refrigerators to linen cupboards and folding ironing boards.

These units are built by specialists in kitchen equipment. They

have dozens of attractive special features, including smooth doors, concealed hinges and new cereal cut. That is why they have an instant appeal for any woman who sees them. With all their convenience and beauty Kitchen Maid Units cost no more than old-fashioned cupboards.

Write us for catalogue, dimensional drawings and prices.

WASMUTH-ENDICOTT COMPANY  
1706 Snowden Street, Andrews, Indiana

Representatives  
in all  
Principal Cities

"Let the Kitchen Maid  
be your Kitchen Maid"

## KITCHEN MAID

STANDARD UNIT  
SYSTEMS

If in Canada, address  
Branch office,  
Waukegan, Ontario

# Wanted—

## A Salesman of Good Printing

The man who associates with us will be an advanced salesman with a rather comprehensive knowledge of good printing, paper and type. He will be able to meet—in fact will have a following among—buyers of good printing on a basis of complete understanding and cooperation in working out their problems. The company interested in this man is of definitely recognized standing—geared to produce fine printing—and seeking an association only with the permanent type of salesman. Address in detail and in confidence

**XYZ, Box 106  
Printers' Ink**

## Sales Manager Wanted

Real opportunities are not all in the big cities.

For instance, there is a possible \$8,000 starting salary with a bonus deal which should bring this up to \$10,000 per year, waiting for the right man, willing to live in a small but charming West Virginia city (where living costs are low and money can be saved).

The product is the best of its kind, made by exclusive processes and machines and universally sold.

The company has been in business for 12 years, is well financed, makes good profits, has 2,500 accounts, sells to notion houses, candy manufacturers, stationery jobbers and toy distributors through manufacturers' agents. Experience in this field desirable but not essential.

Four salesmen cover the country, making about 50% of sales direct to large accounts with whom the sales manager may contact frequently, thus requiring about 25% of his time on the road.

The sales manager will need to be a merchandising and sales promotion man with sufficient initiative and imagination to develop new outlets and sales plans.

Replies to this advertisement will be treated in strictest confidence and should give complete information as to the writer's experience, age, nationality, etc. Interview with applicants considered favorably will be arranged later.

Address "O," Box 251, Printers' Ink.

thoughts upon men's influence in the purchase of tablecloths will not only make good selling arguments but excellent new angles for retail advertising of linen. This discovery and its immediate and effective use proves to the Schoolmaster again that selling angles cannot be taken for granted, and that old products must be looked upon continually with new eyes if new sales and advertising angles are to be discovered.

\* \* \*

The Schoolmaster had lunch a few days ago with a sales manager who had just resigned to go into business for himself. He was telling the Schoolmaster about some of his previous connections, the men he had met and the four or five who had made good in a big way since. "I'll never forget Tom Yorker," he said. "I hired Tom when he was a senior in college. He was running the daily paper, in addition to his other duties. He came to work for me about the end of September and when I saw him I was sure I had picked the wrong man. He came in with gray spats, a stick and a light gray hat, to call on hard-boiled purchasing agents in steel mills. Tom was such an unusual person that I couldn't persuade him that he didn't have the right get-up to sell. So I gave him the home office training and let him go.

"The way he changed his selling methods makes me believe that super-salesmen have something in them that no outsider can give them, and that it comes to the surface when they get up against real selling problems. Tom is one of the men who made me believe that the way to learn to sell is to go out selling. It wasn't four months after that, that I was out making a swing around the circle and stopped at the city where Tom made his headquarters, for he had started selling after thirty days of home office training.

"Tom wanted me to go with him to call on a certain hard-boiled customer, a big buyer, by the way, whom we had never been able to sell. On the way to the mill he stopped in at a little store and

## Technical Writer Wanted

If you are either an engineer or have enough understanding of engineering to be able to write on technical mechanical subjects—

If you have had experience in preparing technical articles about various types of machinery for trade publications—

If you know how to write these articles not only to include the technical information but also to include it in an interesting, readable way—

If you are sufficiently familiar with the trade press so that you know how to go about it to get these articles accepted and printed—

If you know enough about newspaper procedure so that you can get country-wide newspaper publicity whenever some new development in a mechanical product happens to have sufficient human interest to justify such publicity—

Then there may be an opportunity for you to join the advertising staff of a splendid company located a night's ride from the Eastern Coast.

Make your letter as detailed and complete as you wish, not neglecting to let us know your age, salary requirements, and when you can be available. Our own men know of this advertisement.

**Address "L," Box 107, Printers' Ink**

## The Real Distributor of Building Material

is the lumber dealer. He's a merchandiser—the man who offers building plan service, gets first contact with builders and controls the choice of materials.

### American Lumberman

CHICAGO

Est. 1873

A. B. C.



We have our own motion picture editorial writers, directors, cameramen, studio, laboratory, projection, titling, cutting room, and bonded negative storage vault. We are equipped with an experienced personnel to bring up-to-date your present motion picture film, produce new films of any length or on any location anywhere—interior or exterior. Let us estimate on your work. Send for rate card.

Industrial — Propaganda Division  
Automatic Movie Display  
Corporation

130 West 48th St., New York City  
Brant 6321

**MATS** for dealer advertising cuts or for any advertising or publicity. Service as complete as you want — art work, engraving, composition, shipping, etc. Shopping News, Cleveland

### A DISTRICT MANAGER

Intimately acquainted all grocery, drug jobbers, also important chain stores, New York, Pennsylvania, New England. Fifteen years' experience. Age 38. A personal producer, dependable executive, qualified to effectively direct an aggressive sales force. A carload builder. Address "R," Box 253 Printers' Ink.

bought a package of Union Leader cut plug. Going to the gutter he dumped out about one half of the package and then took a good bite of tobacco from the rest. It is needless for me to remark that by this time Tom had entirely discarded his gray spats and his stick. When I asked him what the big idea was, he said, 'This bird we're going to call on is hard-boiled. He chews tobacco and he likes tough birds to call on him.'

"But what was the idea," I asked him, 'of dumping half the package in the gutter just now?' 'This boy is kind of cagey,' replied Tom, 'and if I go in there and pull out a full package he'll know I'm just chewing for effect—that I don't mean it. You've got to play the bird right.'

"Right that minute," said the sales manager, "I knew that Tom had that faculty of sizing up his man which was going to make him a star salesman."

The rest of the sales manager's story related to the later career of Tom who sized up his prospects and who is now, at the age of thirty-one, vice-president and general manager of a big Cleveland concern.

\* \* \*

"Some time ago," says the advertising manager of a prominent manufacturer, "we wrote to a large house engaged in the manufacture of special bindings for catalogs, sales manuals and the like, with a view to purchasing a large quantity of them. A nice

## Rough Ideas or Finished Copy

A service for busy agencies  
by the hour, day or week

Samples on request

One Madison Ave.  
Ashland  
1840

Copy — by Christen

ARE YOU THE  
*President of an  
Advertising Agency*

IF YOU ARE,

*saving an \$8,000 to \$10,000 Art Director's  
salary will look good to you!*

+

*A* widely known N. Y. Art Director, with an able organization of twenty-two well-known artists in his employ, and under his direction, has a plan that will prove mighty interesting to the President of a medium to large-sized Advertising Agency.

«Under this plan, he will function as the full-time art director of ONE Advertising Agency, devoting his time and talent to creative production, functioning as a member of the Agency staff and working part and parcel with executive Agency members. For this,

*He Wants No Salary!*

He has a valuable reputation gained through years' association with agencies and artists in New York.

«A discussion of the plan is solicited—preferably with the President of an Agency spending above \$20,000 annually for its art!

*Write "H," Box 103, P. I.*

## H. K. Carter

*Service Manager,  
Morse International Agency,  
New York,  
says about the book,*

### "CHECK-LIST CONTRACTS"

"It seems to me that you have charted the agency business.

You have shown the way to profitable agency operation and satisfactory service to clients. It is no longer necessary to trust to luck in the operation of an agency unless the management prefers rule-of-thumb methods."

*\$10.00 postpaid. Folder free*

LYNN ELLIS, Inc., Desk A-1  
One Madison Ave., New York

letter arrived with the samples, calling attention to the high standard of quality in the product. Several men in our company examined the samples, and agreed they were fine, but people commented on the way the letter was signed. Well written as it was, it was signed by an officer of the company, or rather by his secretary who put her initials after his name. The purchasing agent and the other men responsible for ordering merchandise who discussed it at the time, thought it was a strange procedure, but decided that possibly the executive was in so great a hurry at the time the letter was written that he had to leave before looking it over. As time went on in the negotiations, other letters were received, all with the same little hieroglyphics following the officer's name.

\* \* \*

"It then dawned upon us," said the Schoolmaster's informant, "that possibly he did not care whether he sold us or not, and we

## CAPITAL REQUIRED

New York educational institution giving university home study courses in Accountancy, Business Law and Federal Income Tax, is seeking an individual or organization with \$50,000 to \$100,000 for expansion. National organization. Write fully, Box 206, Station N., New York.

## Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

# Brockton Daily Enterprise

## Printing 23,000 Daily

Less than 2100 lines 8½ cents a line; 2100 lines or more 7½ cents a line. Effective September 1, 1926

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



# CANADIAN ADVERTISING

## SMITH, DENNE & MOORE.

LIMITED

TORONTO—92 Adelaide Street West

later wrote to another house. Immediately a letter was sent us by the second house not signed by an officer of the company but by the assistant sales manager and so far as we know, the man that wrote that particular letter signed it himself. Samples were received later and a cover was selected which cost a little more than the one which appealed to us in the first place.

"I am just wondering if the officer of the first firm believes he is upholding his dignity by having someone else sign the letters that go out for business. We are still old-fashioned enough to believe that the human element enters into all business, but yet the trend of the times may be to send letters out without any personal touch. What do you think?"

The Schoolmaster considers nothing more annoying than to receive a letter which the man who wrote it doesn't seem to consider important enough to sign himself. "Dictated but not read—by Mr. Jones," letters signed "Per" somebody else, letters with little hieroglyphics—all of these things the Schoolmaster considers a method of high-hatting the recipient which is entirely out of place in business correspondence. When letters about business cease to be dignified expressions of one man to another, there is no excuse for writing them. Any concern which considers an important individual order of so little importance that it does not require somebody's personal attention, is on the road to losing a whole lot of them.

## AVAILABLE

### Sales Executive or Eastern Representative

I am interested in an opening with headquarters in New York City either as executive or Eastern Representative for some western concern.

I am just past 30 years of age and was formerly Assistant Sales Manager for a manufacturer doing a yearly business of over \$3,000,000. More recently I was Sales & Sales Promotion Manager of a national advertiser in the specialty field.

My inclinations have made me a "sales" man, my experience a sales executive and merchandiser. I also know advertising and its application to sales and sales problems. My record proves that I know sales and sales methods, can sell goods myself and successfully direct the efforts of others.

A percentage arrangement is preferable with drawing account of \$5,000 per year.

Box K 104, Printers' Ink

### Production Man Wants Position

Now employed in agency. 30 years old, married. 10 years in buying art work, engravings, composition, paper, printing and space. Address "M," Box 108, Printers' Ink.

## Multigraph Ribbons Re-inked

Our **QUART-FULL**

Send 3 Ribbons  
to be Re-Inked  
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

**W. Scott Ingram, Inc.**

57 Murray St., New York City

## "GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

# Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25

First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

**Printers' and Bookbinders' Equipment** machinery, type, supplies, Kelly presses—cut-cost material. Send for revised proofed machine sheet. Conner Fendler Branch, A.T.F. Co., New York City.

**Want novel and useful merchandise** of merit to be sold through canvassers or direct; send no samples; catalog preferred; am well rated. Address Box 311, Printers' Ink.

**WOULD BE INTERESTED** in purchasing trade paper, daily, or weekly newspaper or trade directory, showing good income. Write stating full particulars. Box 330, Printers' Ink.

## REPRESENTATIVES WANTED

Salesmen for patented direct-mail advertising medium. An advertising scoop. A big money maker. Leads, layouts and sales kit furnished. Write fully giving your experience, age, education and references. Box 337, Printers' Ink.

## Can You Sell

### ADVERTISING SIGNS!

If so, you can build up a substantial income representing a long established firm of highest repute. Exceptional line of unique embossed cardboard signs and calendars; lithographed cardboard and metal displays; Adv. trays; etc. Following territory open for capable representation on liberal but strictly commission basis; New England; Entire South; Pennsylvania. Give references, experience, territory covered, etc. Box 334, P. I.

## HELP WANTED

### Large Cereal Manufacturer

desires to employ Advertising Manager experienced in advertising and merchandising of Cereals. Address Box 317, Printers' Ink.

### COPY, PRODUCTION and DIRECT-MAIL EXECUTIVE

Exceptional opportunity offered with firm now organizing to provide agency service in specialized field. Box 338, P. I.

## LAYOUT MAN

for Philadelphia Four A agency. State experience and salary.

Box 309, Printers' Ink.

**Young woman** as assistant executive in an advertising agency, experience in copy & layout for retail store publicity particularly essential. Good opportunity and salary. Address P. O. Box 105, Wilmington, Delaware.

**Trade and Technical Publishers** for whom efficient, production advertising-editorial representation at Denver, Colorado, would be advantageous, are invited to write us, with full details of offer. We have wide acquaintance, local standing and experience. Box 333, P. I.

## ADVERTISING SALESMEN 48%

\$46.80 for you on each sale, selling very fine newspaper cut services to druggists and grocers. State territory preferred and experience. Address Retailers' Syndicate. Human Interest Advertising. Claremont, California.

## ADVERTISING SALESMAN

High-grade man who can show record of performance for semi-technical monthly in Chicago territory. Unusual field and opportunity for the man who will hustle and can really get the business. Commission and drawing account. Box 316, Printers' Ink.

## ART SALESMAN

Progressive art service in New York doing high grade art work for agencies and manufacturers needs the services of a salesman. Applicant must be young man with advertising knowledge and with understanding of Commercial Art. Selling experience not necessary. Box 314, Printers' Ink.

**Wanted**—An up and coming assistant by busy advertising man. Experience essential. Must be a versatile writer and willing to follow instructions. Write giving full details of education, experience, ambition and salary required. An exceptional opportunity for a young person able to keep pace with a live wire organization. Box 882, Poughkeepsie, N. Y.

## Production Man

—who knows type, printing, engraving—and who can get things done without asking too many questions. The agency is about 4 hours from New York City. State salary. Address Box 336, P. I.

## POSITIONS WANTED

**Advertising Manager**—12 years' sales and advertising experience qualifies me to create a profitable new publicity department or to revitalize an old one. Box 310, Printers' Ink.

**Young woman**, college trained and experienced in advertising agency work, research, investigating, interviewing, writing, secretarial, wants position in New York, full or part time. Christian. No canvassing or straight stenographic position. Salary \$40. Box 329, P. I.

## EDITORIAL ASSISTANT

Young man would like to learn trade paper publishing business. Free lance writer and correspondent for the past year. Christian, single, age 22. Location New York and vicinity. Box 321, Printers' Ink.



**Young Man**—Experienced in direct-mail and publication advertising. Writes copy, plans layouts and follows through production. College graduate. Single. Moderate salary. Box 323, Printers' Ink.

#### ADVERTISING MANAGER

of small daily newspaper desires opportunity on larger newspaper, or with private firm. American, age 27, married. Best of references. Box 327, P. I.

### FREE LANCE REWRITER

Recently assistant to medical editor. Box 25, 208 West 56 Street, New York.

#### ADVERTISING MANAGER

38, desires bigger opportunities. Has produced noteworthy results. Fifteen years' experience in agency and technical field. Married. Christian. Box 335, P. I.

**Young man**, twenty-seven, college graduate with two years study in Europe, desires a position where he can learn advertising. Excellent English student with ambition to become copy writer. Salary to start \$30. Box 318, Printers' Ink.

**Bookkeeper**, versed in all phases of accountancy for position of responsibility. Nine years' experience, former connection with advertising firm. Capable stenographer. Highest credentials furnished. Box 313, Printers' Ink.

#### SEASONED PUBLICITY MAN

who can write letter-perfect news copy and handle house organ, desires place with big industrial firm. Now supervising news department of daily paper. Box 326, Printers' Ink.

**ADVERTISING**—Tough job wanted in advertising agency or advertising department by young man—twenty-two—having five years' experience in newspaper publishing office. Detail work—mechanical work—any work requiring 100% dependability. Box 315, P. I.

**Secretary-Correspondent**—Young woman, ten years diversified experience; secretary; assistant to sales manager; excellent education; competent dictator, fine vocabulary; handles volume correspondence independently; follow-up systems; capable composing letters that promote good-will, retain and increase business; expert stenographer. Box 319, P. I.

**Advertising Manager** seeks position with industrial firm. College education supplemented by practical experience as printer, salesman and advertising manager. Age 39. Married. Protestant. Can analyze sales problems, plan and execute campaign to provide solution. Can edit house organs and catalogues, handle sales promotion and direct sales work. Box 325, Printers' Ink.

### ART DIRECTOR AND LAYOUT MAN

now employed, wants agency position. Not an amateur. Knows his business from visuals to finished work. Can also handle production if desired. Will do finished art work if needed. Broad merchandising background.

Box 331, Printers' Ink.

**Young man**, 23, 5 years experience, including stenography, with publishers' representative, desires connection with representative as solicitor, full time, or partly in office to start. Box 322, P. I.

#### ADVERTISING

**Education**—high school, college, art. **Experience**—agency, printing, advertising department. **Ability**—layout, copy, production. Box 328, Printers' Ink.

### COPY—PLANS

10 years' experience; largest agencies and advertisers; all or part time. Box 312, Printers' Ink.

### for LETTERING

\* H. E. DIEVENKORN 275 West 43rd St. New York  
Phone Wisconsin 0194

**Advertising Solicitor** desires change. Eight years' experience selling representative list of daily and Sunday newspapers to New York agencies and advertisers. Good salesman, correspondent and sales letter writer. Understands office management and detail. Age 31. Married. Box 308, Printers' Ink.

**Experienced advertising and merchandising man** available. Will arrive in New York from Latin America first part of February. University graduate, chemist, several years experience in manufacturing and marketing in foreign countries. Good copy writer and contact man. Handle Spanish fluently. Married. Have been in business for myself. Good business background and executive ability. An interview may show that I am the man you want. Box 324, P. I.

**Advertising Manager** with 18 years practical training in merchandising and preparing newspaper copy and layouts, letters, booklets and other direct-mail pieces for retail stores wants connection with agency, manufacturer or a big retail organization. Age 38; married. For the last three years have been preparing all newspaper copy and direct-mail literature for four instalment furniture stores in three Michigan cities. My services are available NOW. Salary \$7,500. Will come on 30-day trial. Address me direct for quick action, or wire where I can see you. Albert Steeves, 829 W. Washtenaw St., Lansing, Mich.

### Some Manufacturer's

advertising department will be strengthened by this man; 15 years all-around experience nearly all phases of this work, including copy-writing, layouts, editing house organ and managing small department.

Used to working closely with sales department; practical understanding business principles. Now with New York manufacturer, but would go elsewhere for real opportunity and future, preferably food line or household specialty. Minimum to start, \$75 week. Box 320, care of Printers' Ink.

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*"To walk with Kings  
Nor lose the common touch"*

COPY to reach  
the millions  
does not need to  
insult the intelli-  
gence of the elect.



*The* JOHN H. DUNHAM *Company*  
*Advertising*  
TRIBUNE TOWER  
CHICAGO

NEW YORK SUN, MONDAY, DECEMBER 12.

**Mid West States Lead in Radio****Survey Made by Government to Find Location of Most Sets.**

Copyright, 1927, by United Press.

WASHINGTON, Dec. 12.—Using an index figure the points of origin of "broadcast applause mail" sent to twenty large stations, regional sales returns of two leading equipment manufacturers and a survey made by a radio magazine, H. E. Way of the Department of Commerce Electrical Division finds in a report to-day that the north central cluster of States—Illinois, Ohio, Michigan, Indiana and Wisconsin—leads in the number of radio receiving sets in use in the United States.

Mr. Way's weighted average places 27 per cent. of the country's sets in these States. It arrives also at 19 per cent. each for the middle Atlantic States, New York, New Jersey and Pennsylvania, and for the group made up by Minnesota, Iowa, Missouri, North and South Dakota, Nebraska and Kansas.

The New England States and the west central group including Arkansas, Louisiana, Oklahoma and Texas are reported to have 8 per cent. each, the Pacific States 4.5 per cent., the South Atlantic States 5 per cent., and the southern and southern States the remainder. New York leads the individual States with 5.5 per cent., and Illinois has 5.1, Ohio 4.8 and Pennsylvania 4.5 per cent. These figures all others by far, the ratios being in general well reflected by density of population.

In the absence of an actual census of the number of sets in use, Mr. Way prepared the "index analysis" to tell, at least to the radio industry the location

and size of markets for accessories and supplies. The location of greatest source of apparatus, he believes, to be the best index available, without going to the expense of a census.

"The distribution of radio apparatus is important," states Mr. Way, "in that it considers the economical distribution of an industry producing at manufacturers' prices in excess of \$170,000,000 annually, consisting of such items as batteries. In 1921 the prospective purchaser loaded with difficulty across of supply. Five years later in excess of 15,000 dealers serve the needs of the broadcast listener with an almost infinite variety of products.

"At first with slowly growing momentum the idea of using the phenomenon of wireless in a mode of popular entertainment spread throughout the world. The inertia of governmental action delayed its spread, but during 1922 the exports from the United States of this commodity reached \$10,000,000, while the United Kingdom shipped \$5,500,000."

# Zone 7 Owns 22.6% Of The Radio Sets

MORE than 22% of all the radio receiving sets in America are in the five states of The Chicago Territory—Illinois, Indiana, Iowa, Michigan and Wisconsin. This figure was obtained by a survey of the Department of Commerce. No other market in America even approaches The Chicago Territory in the number of sets in use.

The Chicago Tribune leads all other newspapers in lineage placed by radio manufacturers.

And The Tribune owns and operates broadcasting station W-G-N, which, in a recent independent investigation, was listed as "favorite station" by more than three times as many persons as named any other station.

One newspaper, The Chicago Tribune dominates America's largest radio market. Every Sunday The Tribune is bought by 60% of all the families in 1,151 towns of Zone 7.

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER